'85 Lincolns "S-t-r-e-t-c-h-e-d" Limos

☆ *Also '85 Cadillac Limos*

"IMMEDIATE DELIVERY" ☆$32,500☆ "IMMEDIATE DELIVERY"

"AMERICAN CUSTOM COACHWORKS, LTD."

"Three" new special styles and sizes that are the best value and quality that you can acquire. You may choose from cars in production for "immediate delivery" of approximately 87 units or you can place your order to build a custom limousine to your specifications with a variety of equipment. "We welcome your inquiry" . . . and your purchase of our quality products.

CALL (213) 272-7908 OR (213) 278-0643

FOR MORE INFORMATION

"DISTRIBUTOR POINTS AVAILABLE" EB 19

Use Automotive News Want Ads for Quick Action

Manual Shift

Shift to the price manual that brings you accurate and current figures. Black Book's trained reporters send actual auction transaction prices from all over the country to our computer center for your up-to-date weekly printout. Anything less is just a guess!

BLACK BOOK*
National Auto Research
P.O. Box 758 Gainesville, GA 30503
Call Toll-Free: 1-800-554-1026
In Georgia: (404) 532-4111

* Black Book is a registered trademark of National Auto Research, Division of Hearst Business Media Corporation

In report by SEC

Stock dealings of auto execs listed

Continued from Page 15

John D. Withrow, executive vice president, received 15 indirect shares through a company plan, his total indirect holdings. He also had 18,754 direct shares at the end of the reporting period.

Frederick W. Zuckerman, vice president, received 17 indirect shares through a company plan. His holdings total 17,408 direct and 90 indirect shares.

Ford Motor Co.

In a late filing, William Clay Ford, vice chairman, disposed of 3,464 direct shares by giving them as a gift and acquired 1,077 indirect shares. His holdings totaled 1,846,815 direct shares and 59,106 indirect shares at the end of the June.

Allan C. Gilmour, vice president, exercised options on 4,743 direct shares, his total holdings.

Sidney Kelly, corporate secretary, sold 514 direct shares, bringing his total holdings to 1,420 direct and 150 indirect shares.

Henry R. Nolte Jr., vice president, acquired 10,908 direct shares, bringing his total holdings to 15,908 direct shares.

Donald E. Petersen, chairman, exercised options on 2,371 direct shares, bringing his total holdings to 18,042 direct shares.

Lewis C. Veraldi, vice president, disposed of 4,840 direct shares, leaving him with 4,840 direct shares.

The savings and stock investment plan received 11,796 direct shares and sold 22,423 direct shares during the period for total holdings of 118,308 direct shares.

General Motors

John D. Debbink, vice president, acquired 1,342 direct and 514 indirect shares through a company plan, according to amended filings. He disposed of 3,308 shares. His holdings amount to 5,245 direct and 5,060 indirect shares.

Charles T. Fisher III, a director, acquired 28 direct and 361 indirect shares, pushing his total holdings to 568 direct and 7,233 indirect shares.

John O. Grettenberger, vice president, received 2,387 direct shares by exercising options or accruing them through a company plan, according to an amended filing. He also disposed of 704 direct shares. His total holdings were 2,975 direct shares and 459 indirect shares.

Courtney F. Jones, treasurer, sold 1,260 direct shares, leaving his holdings at 272 indirect shares.

Charles Katko, vice president, exercised options on 2,610 direct shares, bringing his total holdings to 17,048 direct and 1,841 indirect shares.

Ludvik F. Koci, vice president, sold 707 direct shares for total holdings of 1,360 direct and 825 indirect shares.

Donald McPherson, vice president, sold 5,000 direct shares, leaving him with 12,785 direct and 5,370 indirect shares.

Robert T. O'Connell, vice president, obtained 33 direct shares through a company plan, his total holdings.

David S. Potter, vice president, sold 1,630 direct shares, bringing his holdings to 3,797 direct and 879 indirect shares, according to a late filing.

In another late filing, John F. Smith Jr., vice president, obtained 707 direct shares through a company plan. His holdings amount to 4,740 direct and 1,106 indirect shares.

In a late filing, Robert B. Stone, vice president, sold 883 direct shares. His holdings amount to 1,353 direct and 171 indirect shares.

James G. Vorhes, vice president, acquired 1,458 direct shares, bringing his total holdings to 2,678 direct and 5,692 indirect shares.

Paul H. Zalecki, vice president, exercised options on 1,570 direct shares and acquired an additional 969 direct shares, bringing his holdings to 2,539 direct and 763 indirect shares.

Truck deliveries set records for July and year

Continued from Page 14

July 1984.

Class 7 sales for July totaled 7,931, up 3.0 percent from the year-earlier 7,703 sales.

Class 8 sales for July totaled 11,109, down 9.1 percent from the year-earlier 12,225 sales.

Chevrolet regained the lead in truck sales from Ford during July. For the month, Chevrolet's 120,449 light and medium-duty truck sales topped Ford's 111,578 sales.

Chevrolet also recaptured the year-to-date truck sales lead it lost last in June. Through July, 1985, Chevrolet sold 777,822 trucks compared with 771,766 for Ford.

Chrysler reported that its sales of 55,071 trucks during July set a record for the month. The previous record was 53,986 in July, 1978.

MAJOR MANUFACTURERS BY SEGMENT

	July		Year-to-Date	
	1985	1984	1985	1984
Light-Duty	105,707	92,810	734,916	667,135
Medium-Duty	4,304	4,393	27,349	24,042
Heavy-Duty	1,567	1,331	9,501	7,049
Ford Total	**111,578**	**98,534**	**771,766**	**698,226**
Light-Duty	118,913	92,816	766,890	673,717
Medium-Duty	1,536	2,277	10,932	10,916
Chevrolet Total	**120,449**	**95,093**	**777,822**	**684,633**
Light-Duty	30,455	26,878	186,463	172,574
Medium-Duty	2,913	3,936	16,728	16,872
Heavy-Duty	750	1,330	6,538	8,273
GMC Total	**34,118**	**32,144**	**209,729**	**197,719**

LIGHT-DUTY JULY, YEAR-TO-DATE SALES

	July		Year-to-Date	
	1985	1984	1985	1984
Vans	15,222	12,896	113,521	102,917
Aerostar	725	0	725	0
Club Wagon	2,469	2,245	21,039	19,188
Ranger	17,447	18,640	152,790	132,976
Bronco	4,455	3,846	30,536	27,800
Bronco II	7,514	10,061	61,047	58,514
Pickups	57,875	45,122	355,258	325,740
Ford	**105,707**	**92,810**	**734,916**	**667,135**
Vans	12,950	13,455	94,128	102,295
Sportsvan	2,077	1,993	14,350	15,207
Astro	11,591	0	52,738	0
S-10	15,121	16,179	131,107	118,786
S-10 Blazer	12,904	12,276	104,136	82,904
El Camino	1,880	1,886	12,081	15,310
Blazer	4,131	4,261	26,491	29,178
Suburban	5,265	4,470	36,246	31,435
Pickups	52,994	38,296	295,613	278,602
Chevrolet	**118,913**	**92,816**	**766,890**	**673,717**
Vans	5,241	6,526	38,677	45,861
Ram Wagon	3,313	3,276	25,260	27,207
Voyager	10,219	7,145	67,747	50,770
Caravan	11,387	7,173	72,336	52,627
Mini Ram Van	2,053	2,078	15,302	9,970
Ram 50	4,838	4,695	41,849	27,207
Other Plymouth Trucks	0	0	0	378
Ramcharger	2,371	2,174	22,259	17,337
Rampage	0	1,139	0	6,652
Pickups	15,649	10,000	102,676	81,000
Chrysler	**55,071**	**44,206**	**386,106**	**319,019**
Vans	3,563	4,063	24,774	29,239
Safari	2,915	0	12,087	0
S-15	3,379	4,605	29,756	27,439
S-15 Jimmy	3,032	3,069	23,726	20,057
Jimmy	820	820	5,178	5,477
Caballero	251	275	1,532	1,761
Suburban	1,670	1,567	10,942	9,969
Pickups	14,396	11,701	74,055	75,190
P Model	429	778	4,413	3,442
GMC	**30,455**	**26,678**	**186,463**	**172,574**
CJ	3,981	3,411	21,476	23,345
Wagoneer	1,065	1,478	7,424	11,942
Cherokee	7,940	6,249	53,213	38,127
Grand Wagoneer	1,457	1,361	7,948	10,176
Pickups	277	515	2,434	4,190
Jeep	**14,736**	**13,014**	**92,495**	**87,780**
Toyota	46,356	22,392	200,748	144,206
Nissan	23,654	12,316	160,233	124,502
Mazda	10,779	11,282	64,111	71,320
Isuzu	7,702	3,380	44,125	22,880
Mitsubishi	2,297	1,329	15,385	8,760
Imports	**90,788**	**50,699**	**484,982**	**371,668**
Industry Total	**415,884**	**329,423**	**2,651,472**	**2,291,883**

*Nissan includes domestically built units in Tennessee

Automotive News

EXTRA

August 19, 1985

SHOWROOM PROFITS

Cover illustration by John Regalski.

Cash registers keep jingling at dealerships

Mood is optimistic for the rest of 1985

By Colleen Belli
Assistant Industry Editor

Americans love to shop. And when it comes to buying new cars and trucks, they like to visit dealer showrooms to look over the styles, colors and optional extras — just like shopping for new clothes in a department store.

When the economy is good and car sales are up, Americans tend to load their vehicles to the hilt with comfort and convenience items. Today there is a myriad of choices including fancy radios, high-tech electronic gadgetry, upgraded interiors, sophisticated color schemes, power equipment galore and engines of all shapes and sizes.

For new-car sales people, these option opportunities add up to increased profits for themselves and their dealerships.

With auto sales on the upswing in 1985 for the third consecutive year, a random sampling of dealers by Automotive News indicates that sales of optional equipment are also climbing.

In addition, dealership profitability is up and dealer optimism for the future is high, according to NADA.

Typical of the dealers interviewed, Bill Hager, owner of Des Plaines Chrysler-Plymouth, outside Chicago, stated, "The public is in a buying mood. We very seldom get a party walking in wanting a stripped-down model. The after-sale is a very intricate part of the business."

The Des Plaines, Ill., dealer added, "My outlook for the rest of the year — if the truck (transporters) strike is solved soon and deliveries can be made — is excellent. The truck strike could cause problems; any strike could cause problems." His dealership retails 1,200 to 1,400 new cars a year.

Among his top after-sale items are service contracts and rustproofing. He said service contracts are not only a high-profit item, but are an "insurance policy" for the buyer against increased repair costs in the future.

"We sell only Chrysler warranties on new and used cars. We sell over 60 percent, some months as high as 77 or 80 percent of our sales with warranties. It is a good profit item, but it's also a money saver (for the customer)," Hager said.

"We sell primarily the top-of-the-line custom coverage. It's a little bit higher, but I've had customers come back and thank me," Hager said. At $495 for five-year coverage, the plan costs the customer $100 a year, or just a few

Please turn to Page E-2, Col. 1

Shopping

Continued from Page E-1

cents a day, he explained.

"We're in the rust belt, so we sell a lot of rustproofing and paint sealant. For rustproofing, we sell an amount equal to that of warranties but less than that for paint sealant — probably about 30 percent," he added.

Hager foresees a demand for cellular mobile telephones down the road, but right now his sales amount to only a handful every month. The dealership carries Motorola phones.

"I like my own. I think I receive more calls than I call out. We don't sell that many, but down the road it will sell. It's a convenience. People will demand it. People want things easy, and dealers are in the business of making things easy for people," Hager said.

According to Steve Couey, general sales manager of Northgate Lincoln-Mercury, Tampa, Fla., "Things are excellent. The market in the Tampa area is very strong. We are even breaking last year's performance which was a record. July was our second-best volume month ever for new-car sales and total units."

In 1984 the Tampa dealership sold 3,850 new cars. "We're already at 3,200 through seven months of '85. We're going to break that," Couey said.

For Northgate, the top after-sale items are the Ford Extended Service Plan and Ford Super Seal rustproofing. These items are handled by the dealership's business office rather than the sales staff.

Northgate customers also like optional equipment, buying their cars heavily loaded. "With few exceptions, people don't want stripped-down cars, particularly if they're looking at Lincoln-Mercury cars," he pointed out.

Among the Tampa dealership's top options is the L-M Value Option Program, a group of extras including cruise control, tilt steering-wheel, rear-window defroster and upgraded radio sold at a discount price.

"Ninety percent of our cars are equipped with special value packages. Actually, you create a car that is not very marketable without that value package," Couey explained. "It enables us to position our customers against the competition more effectively and it enhances the marketablity of the car."

Northgate pushes some outside equipment, too. "We sell simulated convertible tops and different roof treatments from American Sunroof. These are good profit boosters for us," Couey added.

The sharp recovery in new-unit sales from the downturn of 1980-82 has allowed dealership profitability to return to more normal levels.

Statistics compiled by NADA's Industry Analysis Division show that for the first five months of 1985, dealer net profit before taxes, as a percent of total sales, was 2.5 percent. This compares with 3.0 percent for the first five months of last year and 2.18 percent for all of 1984. The record high of 3.5 percent was set back in 1952.

Dealership profitability as measured by return on investment has also shown tremendous gains, especially if the cost of money is considered, NADA added. Deducting the average yield on one-year treasury bills from the dealer's net profit before tax, as a percent of net worth, shows that in 1980 the average dealer had a negative return. In 1984 this measure of profitability reached its highest level ever.

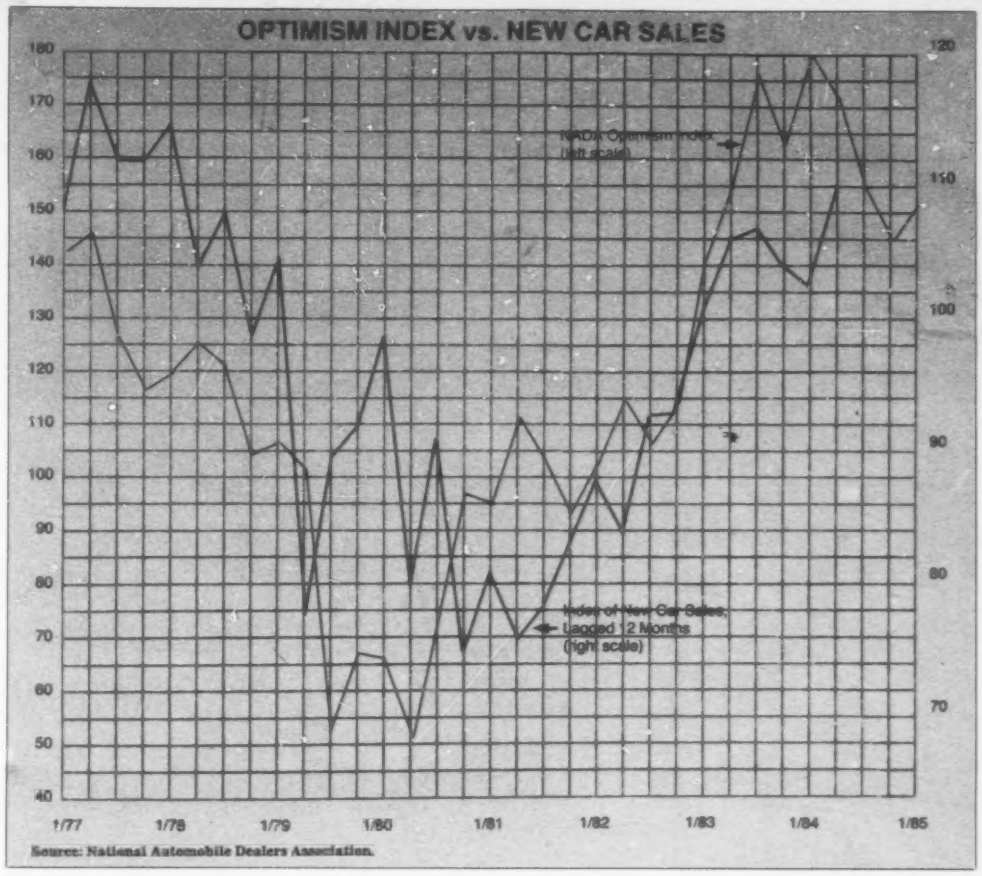
In 1984, both gross and expense as a percent of sales declined for the fourth consecutive year. The trend has been for dealerships to become increasingly large businesses that operate on increasingly thin margins, NADA said.

Representative of major expenses for the average dealership in 1984 were: Total payroll, $623,000; advertising, $88,500; rent and equivalent, $80,200, and floor plan interest, $60,600, according the dealer group.

What may be more important in the outlook is that dealer optimism is bright. For the past eight years, NADA has conducted a quarterly survey of the profit expectations of new car and truck dealers for the succeeding 12 months. The survey results have closely matched dealers' actual profit experience and also serve as a barometer of national economic trends, NADA said.

At the beginning of 1985, the NADA Optimism Index stood at a level of 151 — considerably less than its peak of 180 which was reached in January of last year, but is still high by historical standards.

Throughout 1981 and 1982, when many industry analysts were constantly predicting an imminent turnaround in new vehicle sales, dealers displayed no significant increase in optimism. In retrospect, it can be noted that the low level of dealer optimism was well-founded.



The NADA Optimism Index began its most recent rise in early 1983 and, subsequently, new-car sales began to improve. The current high level of dealer optimism indicates that dealers believe the motor vehicle industry's recovery will continue at a modest pace throughout 1985.

•Factory pre-tax profit margins for the domestic makers climbed to 7.0 percent in 1984, up from 5.97 percent in 1983, marking the best performance since 1978. For the first six months of 1985, factory pre-tax profits were 5.3 percent.

The increased factory profit margin is also a sharp contrast from three loss years — 1980-81-82 — when no profits were made.

While in the strictest sense it is not comparing apples to apples, the difference in factory and dealer pre-tax margins is noteworthy.

Dealers recorded a pre-tax margin of 2.18 percent in 1984, which was less than half of the 7.0 percent made by the factory. A year earlier, the picture was 2.14 percent for dealers and 5.97 percent for the factory.

While low profits were recorded in the three preceding years, the situation was unique in that dealers were ahead of the factory. Dealer pre-tax profits were 0.61 percent in 1980, 1.16 percent in 1981 and 1.30 percent in 1982, while the factory recorded a loss in each of those years.

Presently, the factory margin for the first six months of 1985 is 5.3 percent compared to the dealer pre-tax profit of 2.5 percent for the first five months of the year.

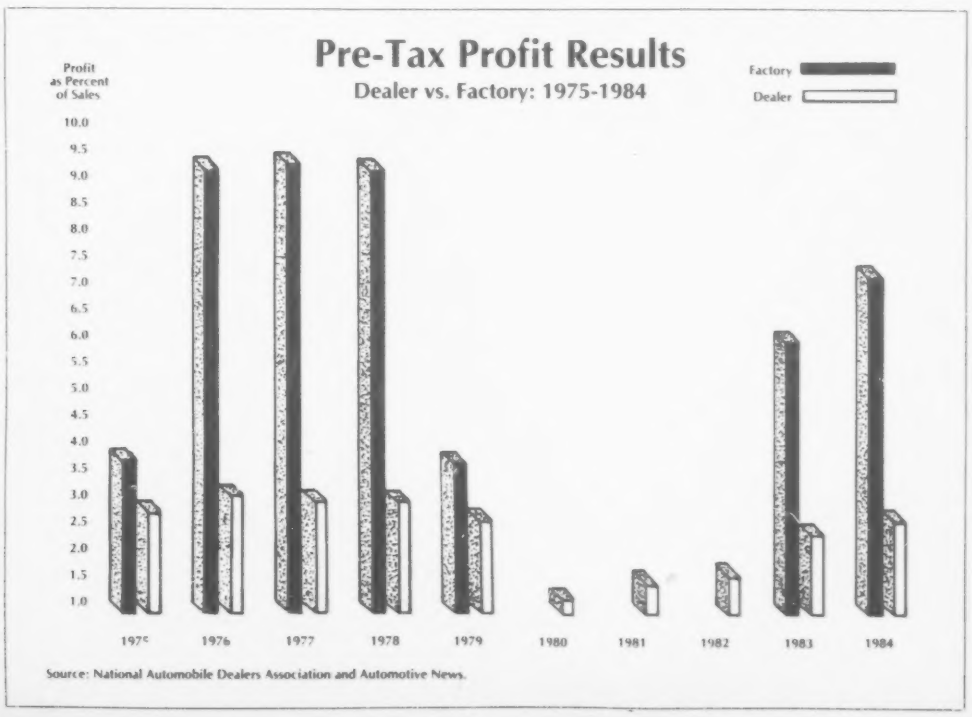
•NADA also reported that the continued recovery in sales in 1984 resulted in an advance in the new-vehicle department's share of total dealership sales. The share was 65.4 percent, up from 63.4 percent in 1983.

Although both the used vehicle and the service and parts departments accounted for smaller shares of total dealership sales in 1984, both had dollar sales increases in excess of 14 percent.

In 1984 the used-vehicle department accounted for 21.3 percent of total dealership sales, down from 22.5 percent in 1983. The service and parts department represented 13.3 percent in 1984 compared with 14.1 percent in 1983.

NADA said all dealership departments had increases in the actual unit volume of work performed last year. The average dealership had a 17 percent increase in new-unit sales.

Used-unit sales increased 11 percent and the total number of repair orders performed by the average dealership increased 7 percent.



Expectations for Dealership Profits

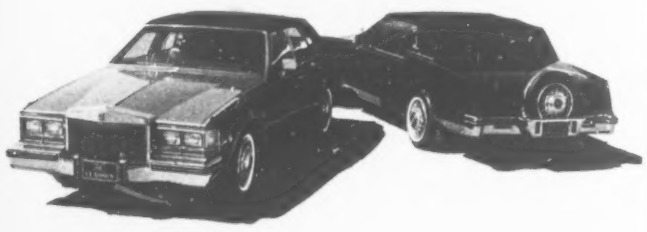
Percent of Dealers Expecting Profits to:

	INCREASE	NO CHANGE	DECLINE	INDEX VALUE
4/76	57.7	35.4	6.9	163
4/77	46.9	43.8	9.3	146
4/78	35.4	51.2	13.4	126
4/79	29.0	50.5	20.4	112
4/80	9.2	25.4	65.3	51
1/81	26.1	48.4	25.5	95
4/81	30.0	51.5	18.6	111
7/81	27.0	52.5	20.5	104
10/81	22.1	50.2	27.7	92
1/82	27.6	48.8	23.6	103
4/82	33.4	47.5	19.2	115
7/82	27.1	51.7	21.2	106
10/82	32.2	49.1	18.8	113
1/83	46.8	44.9	8.4	141
4/83	54.4	38.1	7.5	155
7/83	65.5	30.5	4.0	176
10/83	55.0	40.4	4.6	163
1/84	65.8	30.9	3.4	180
4/84	60.0	36.1	3.9	171
7/84	51.8	42.0	6.3	156
10/84	44.7	48.3	7.0	145
1/85	49.6	40.8	9.6	151

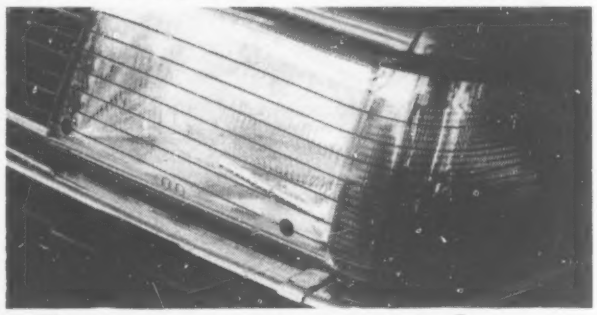
E&G.
Because you deserve a handsome profit.

Every business needs an edge to compete. E & G goes beyond giving dealers like you an edge. We give you the "Dealer's Advantage" with classic extras that your customers demand—extras that give you a handsome profit too! Thanks to E & G you can give your customers elegant features like classic grilles and deck straps, classic spares, simulated convertible tops, and much more. Your customers will appreciate the quality so much they'll come back to you again and again. That's the E & G "Dealer's Advantage" and it's yours for the asking. Call us today for profit's sake!

E&G CLASSICS, INC.
8909 McGaw Court, Columbia, Maryland 21045
Telephone (301) 992-4900. Wash., D.C. 596-3852
To Place Orders Only: 1-800-638-7815



HEADLIGHT COVERS



Do your customers a favor
Help them protect their expensive European styled headlights or add that European flavor to the traditional headlight system. We can fit the following late model cars plus many other cars and trucks. Our list of availabilities is increasing.

- Subaru
- Nissan
- Isuzu
- VW
- Toyota
- Honda
- Mazda
- Saab
- Mercedes
- Volvo
- Peugeot
- Audi

AUTOMOTIVE ACCESSORIES
1225 MAJOR STREET, SLC, UT 84111
IN UTAH CALL 355-0900
1-800-826-AUTO (2886)

Selling cars from the inside out

Radios are the crude oil of the late 1980s

By Arthur Flax
Assistant Truck Editor

A few years ago exotic car audio equipment was almost exclusively the domain of the aftermarket.

The aftermarket offered high power amplifiers, digital tuning, graphic equalizers and better speakers. The car buying public became aware of quality systems.

Auto makers have picked up on consumer demand for quality sound and now offer premium sound systems that compete with aftermarket units. Higher quality radio equipment is now standard in many car lines.

Following the success of the Delco Bose acoustically tuned stereo system in premium General Motors cars, a number of manufacturers are offering units that are tuned to the shape of their car interiors.

This year General Motors is expanding the number of vehicles it offers with the Delco Bose unit; AMC has teamed with Jenson to offer an acoustically tuned system; Ford will continue to offer its multi-speaker premium sound system, and Chrysler will continue to offer its five- and six-speaker Ultimate sound system.

Al Mattaliano, assistant general sales manager for Delco Electronics, said, "This is the year dealers will want to sell cars from the inside out."

Delco, he said, believes dealers can get buyers into cars with impressive electronics. "We like to say electronics are the crude oil of the late 80's."

This year, GM will offer the Delco Bose system in 13 models. New car lines that will have the Delco Bose system in 1986 are the Buick Somerset and LeSabre, Oldsmobile Calais and Delta 88 and Cadillac Cimarron.

Also new on 1986 GM cars are controls for stereo systems. Pontiac, for example, will offer sound system controls on the steering wheels.

Buick Riviera will be offered with a touch sensitive TV screen that controls the radio, climate control, trip computer and diagnostic functions.

The Buick Graphic Control Center could be the wave of the future, Mattaliano said. The screen controls over 90 functions and is arranged like a book. A summary page with a touch sensitive index, or menu, directs the driver to the device he or she wishes to control. A familiar reproduction of the device then appears on the screen (for example a picture of a radio) and controls can be adjusted by touching the appropriate areas.

Another electronic marvel in the future is the compact digital disk system which provides extremely accurate sound reproduction.

Mattaliano said Delco is working on digital disk car systems and "will be ready for the market when it explodes." Delco will not have a system for '86, but has one working in pilot cars.

In the 1986 model year, he predicted 70,000 compact disk units will be sold for cars. That number should increase as will the number of recordings available for the units.

Currently, digital disk is only available from Sony and Pioneer on the aftermarket, but a number of other audio equipment makers are working on systems. At least one auto maker is rumored to have a system ready for introduction in the 1986 model year.

Michael Williams, senior administrator in marketing for Delco said, "Dealers should be aware of and ready to pounce on the demand for digital disk. There is a tremendous opportunity here for shrewd dealers."

Another trend is the demand for upgraded speaker systems. He said 90 percent of GM cars are available with optional upgraded speakers this year.

Don Duncan, manager of planning, marketing and sales of Ford's Electrical and Electronics Division, noted that 1985 is the 60th anniversary of car stereo, but most of the developments in premium units occurred in the last 20 years.

The first AM/FM car radio was installed in 1963. It wasn't until the late '70's that car makers started to design systems specifically for individual car interiors.

He credited the Delco Bose advertising for popularizing high end stereo systems and predicted increased numbers of specialized stereo systems on the market. In fact, he said Ford recently entered into a venture with JBL Inc. to better develop high end sound systems.

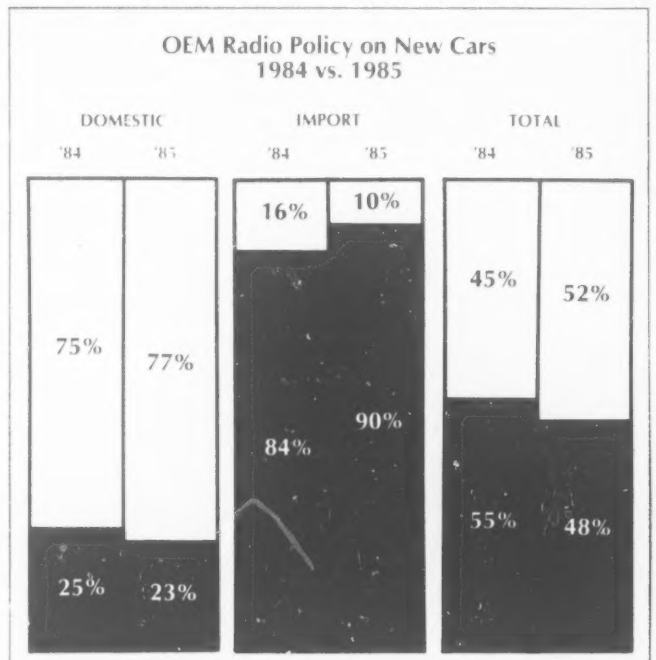
Ford's current top of the line system is its Premium sound package with multiple speakers and a separate power amplifier. Ford also offers a Value Option Package that includes a premium sound system.

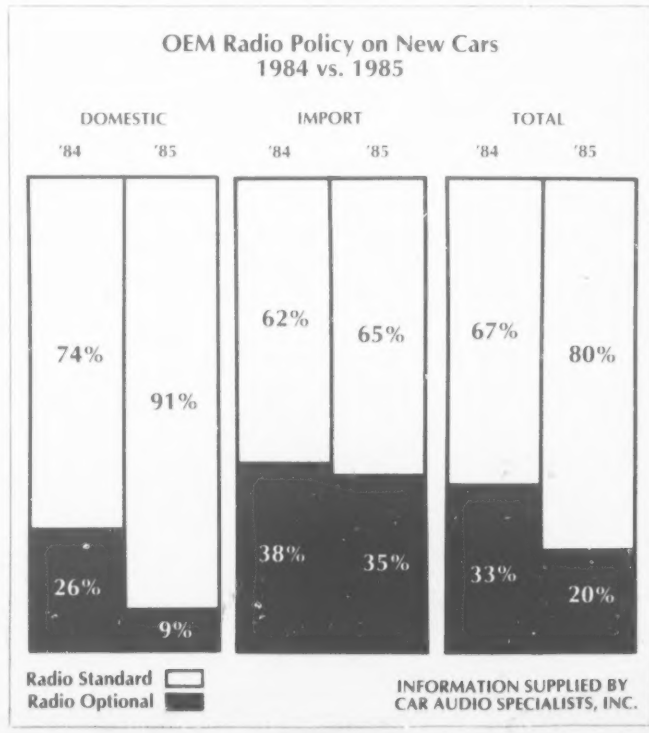
In the 1980 model year, Duncan said, only 32 percent of Ford products had stereo sound units. In 1985, year-to-date, he said 82 percent had stereo units and of those stereos, 42 percent have cassette systems.

Cassette systems, he noted, are more popular with younger customers. Luxury car owners prefer high end stereos without cassette decks. He said 75 percent of LTD's are purchased with AM/FM stereos without cassettes.

AMC's hot sound system for 1986 is its Accusound unit by Jenson. According to an AMC spokesman, Accusound is an electronic search and tune, AM/FM cassette stereo with a graphic equalizer.

Please turn to Page E-12, Col. 1





Radios

Continued from Page E-10

Jenson and AMC worked together to place the speakers in the car for best acoustic performance.

Accusound will be standard on the Grand Wagoneer with four speakers, and will be offered as an option on the Alliance and Encore with six speakers. The Jeep line will also get Accusound.

The premium Accusound system, the spokesman noted, will be featured in print advertising and catalogs. Accusound is not cheap. On an Alliance it costs $614, compared with $357 for an AM/FM cassette with four speakers.

Chrysler will offer its Ultimate sound system for the third year. Available on most models including subcompacts, Ultimate sound is a five- or six-speaker AM stereo/FM stereo, cassette unit. All Chrysler radios feature digital tuning with clocks.

A number of manufacturers, including Ford and GM, offer AM stereo, but that broadcast mode has not gained the popularity once predicted. Several experts in the field reported that much of the material currently broadcast on AM stations (news, sports, talk shows and such) does not benefit much from the added fidelity of stereo.

Volkswagen will carry over most of its 1985 sound equipment into 1986, according to Joseph Turkel, parts merchandising manager. Of domestic VW's, he said 30 to 35 percent are ordered with a factory radio and one half of those include cassettes.

Volkswagen also has an active aftermarket program designed to give the customer a choice of dealer installed Volkswagen or independent aftermarket sound systems. VW's, according to Turkel, can be ordered from the factory with speakers and an antenna, but no radio. The speaker preparation retails for $140 to $185 and VW radios range from $230 to $610. The pricy unit is built for VW by Blaupunkt.

A dealer with a good installation person, Turkel noted, might be able to make more money with aftermarket units (either VW or independent). "It's probably a wash, labor rates being what they are."

"It doesn't hurt to have a factory system to help sell the car," he added.

However, Cheryl Hollins, executive director of the Car Audio Specialists Assn., said dealers can increase profits with aftermarket systems. She said dealers can use aftermarket dealers as a warehouse to stock alternative sound systems.

The aftermarket also continues to provide the latest in new technology—currently the compact digital disk systems.

But on new cars, the aftermarket is losing ground to original equipment radios as more cars are offered with standard radios and fewer cars are available with deletable radios (see graph).

Following up after the sale

A simple thank-you goes a long way

By Matt DeLorenzo
Los Angeles Reporter

What two words do all car buyers like to hear but only half the new car dealers bother to say? According to David Reiss of the Gift Connection in Encino, Calif., it's a simple thank you for spending $10,000.

Simple as it may seem, Reiss feels that saying thank you is not only a common courtesy but a powerful marketing tool that can lock in a loyal customer and generate valuable leads for new customers.

"When you do it, people don't forget. It creates goodwill, generates positive word of mouth and you're creating a satisfied customer," Reiss said. The idea of sending a thank-you gift to a customer is not new. Many dealers already do, but how the thank you is handled and the information that a dealer can obtain from customer responses is the key to Reiss' operation.

The gift itself is very important, but it's not the heart of his business, Reiss stressed. "We're a marketing house, we're not a premium house or a front for some jelly bean manufacturer," he said. "If we send a gift, we send the most effective gift. Some send liquor, flowers or key chains. We give a gift (imported Danish butter cookies) that has high recognition and is classy. It's a gift that can be shared by everyone. They also save the tin and it's a constant reminder."

Along with the cookies, which are delivered via UPS, are a thank-you-card and a response card. The thank-you card is personalized with the dealer's logo and is printed on French linen stock. The response card is addressed and stamped and asks the buyer how he was treated, if the car was delivered to his satisfaction and how he heard about the dealership. It also asks for names of referrals and any comments on how the dealership can improve its service.

Reiss said dealers sending the thank-you gifts have gotten responses from 75 to 85 percent of their buyers. Five months later, a second response-referral card is sent. Reiss said his company is the only one that offers the second mailing. Gift Connection charges the dealer $10 per unit, which includes cookies, thank-you card and return postage on the response cards.

There is no contract and the company guarantees to keep the dealer's mailing list private. Buyers usually get the thank-you within two weeks of their purchase.

Through the response card, dealers, "Learn what they're doing right and what they're doing wrong," Reiss said. Several suggestions have been adopted. One dealer put games and toys for children in the service waiting lounge. Another takes all the credit information for checks when writing the estimate. When the work is completed, the customer simply writes the check and doesn't have to wait for approval.

Reiss has also developed sales training videotapes on post-sale follow-up that he provides to clients at no charge. "I've been in sales training for quite some time and have experience in follow-up product marketing," Reiss said. "Most sales training stops after the sale is made."

The tapes show dealership personnel the value of following up on the sale, how to prospect for referrals, taking care of the customer on his first service visit and other techniques to increase customer satisfaction.

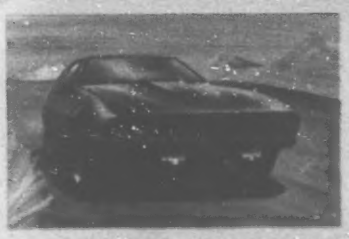
Reiss said that most buyers choose the place they buy for one reason—price. That is how they will buy their next car if the dealer doesn't do any work after the sale. "They are less likely to shop around if they've built an allegiance to a dealership, if they perceive that you are the good guy," he added.

Reiss started his business four and half years ago selling the thank-you gifts to computer stores. Little more than a year ago, he moved into the automotive field and now nearly 95 percent of his business is automotive.

Knowledgeable Customers Are Quick To Recognize A Dealer That Installs The Best Auxiliary Lighting Systems.

KC HiLiTES has a full line of highway approved auxiliary driving & fog lighting systems that are easily & profitably installed on sports coupes, 4X4's, RV's, commercial vehicles and light trucks; and they all feature unbreakable LEXAN® lenses. There are rectangular black space-age nylon composite housings that look like OE on today's performance cars and the popular round chrome KC's that bolt right on light bars. No extras to buy; everything is included and the universal mounting brackets make it easy and quick to install KC HiLiTES right in your new car make-ready department.

Pre-sold with color ads in SPORTS AFIELD, POPULAR MECHANICS, TRAILER LIFE and 4 WHEEL & OFF ROAD, KC HiLiTES are not only a familiar brand name to your customers, but they're the acknowledged leader in auxiliary lighting systems. And, they're so technologically advanced, they carry a factory-direct 5 YEAR WARRANTY.



Call or write today for information on increasing your dealer-installed accessory margin with KC HiLiTES.

We Come Alive At Night

KC HiLiTES

National Sales Office • 1843 Friendship Dr., Suite #E • El Cajon, CA 92020 • 619/449-2400
In California 800/783-7900 • Outside California 800/323-3339

LEXAN® is a registered trademark of General Electric

But trucks rise 32 pct.

Car sales in Canada decline 1 pct. for July

By Jenny L. King
Detroit Reporter

Sales of new North American-built passenger cars in Canada slipped below the year-ago level in July. The 1.07-percent loss was the first time since February that car sales failed to surpass their 1984 counterpart.

Truck sales painted a more cheerful picture, up for the seventh consecutive month of this year, with a 32.86-percent increase.

Year-to-date sales were up for both cars and trucks.

July new-car sales dipped 1.07 percent, to 58,700 from 59,332. General Motors was the only maker to report a gain, up 8.68 percent to 30,663 from 28,215. Ford sales of 13,169 passenger cars were down 3.84 percent from 13,695. Chrysler was down 6.56 percent, to 12,368 from 13,236.

American Motors tumbled 49.01 percent, to 1,697 from 3,328 (including 588 imported Renaults this year versus 1,399 in 1984). Volvo reported sales of 803 units, off 6.41 percent from 858.

GM's share of the new-car market climbed to 52.24 percent from 47.55 percent. Ford slipped to 22.43 percent from 23.08 percent. Chrysler's 21.07 percent was down from 22.31 percent. AMC dropped to 2.89 percent from 5.61 percent, and Volvo slipped to 1.37 percent from 1.45 percent.

Car sales through July totaled 497,763, up 6.80 percent from 466,071.

Truck sales in July totaled 26,569, up 32.86 percent from 19,997 a year earlier. All four major truck makers enjoyed sales increases for the month, with Chrysler reporting a July record of 5,337, up 57.76 percent from 3,383.

GM truck sales jumped 31.35 percent, to 11,632 from 8,856. Ford was up 23.61 percent, to 8,816 from 7,132, and AMC Jeep sales of 784 were up 20.15 percent from 626.

Chrysler earned 20.09 percent of the July truck market, up from 16.92 percent in 1984. Ford dropped to 33.18 percent from 35.66 percent. GM was down to 43.78 percent from 44.29 percent. Jeeps took 2.95 percent of the market, down from 3.13 percent.

Truck sales, including captive imports, were up 23.44 percent for the first seven months, climbing to 196,822 from 159,445.

JAGUAR XJS CONVERTIBLES

Available through your local Jaguar dealer
Or call Larry Morgan
MODELS AVAILABLE: LINCOLN MARK VII, JAGUAR XJS, BMW 633, MERCEDES-BENZ 300CD & SEC's, CADILLAC SEVILLE (4-door)
COACH BUILDERS LTD.
CREATIVELY-ENGINEERED CONVERTIBLES
BOX 1978 • HIGH SPRINGS, FL 32643
904-454-2060

SUNROOFS BY
WEBASTO NORTH AMERICA
Call/write: Webasto North America
2700 Product Drive
Rochester, MI 48063
(313) 853-2270
Original Equipment/Aftermarket

Productivity Advancement Associates
announces
S.P.C. WORKSHOPS ON HOW TO REMEDY DEFECTIVE PRODUCTION PROCESSES
Aug. 27: Indianapolis
Aug. 28: Fort Wayne
Aug. 29: Livonia
$155/participant
Ph. (616) 949-7544)
to register

WONDER WHAT THE COMPETITION'S PAYING??
Send $150 for 122-page report
1985 SOUTHERN CALIFORNIA AUTO DEALERSHIP PAY PLAN SURVEY
Parke, Guptill & Co., CPAs
2626 E. GARVEY,
W. COVINA, CA 91791
1-818-339-7341

Registrations highest ever for first half

Continued from Page 14

year-earlier 22,397.

In Class 4, the count was 468 registrations through June, 1985, up 42.3 percent from the 329 trucks registered a year earlier. All Class 4 trucks were imports.

In Class 5, 3,384 trucks were registered, up 208.5 percent from 1,097 a year earlier.

In Class 6, 26,101 trucks were registered, up 24.5 percent from 20,971 through June, 1984.

Ford, which captured the lead in the heavy segment from International a month earlier, continued to lead that group with 23,210 tallies, compared with International's 22,867.

International, however, has a firm lead in the Class 8 group with 15,047 registrations to Ford's 7,345. Ford leads the Class 7 group with 15,865 to IH's 7,820.

Also, Mack took over third place in the heavy segment from GMC. Mack's 13,834 registrations through June, 1985, marked a gain of 2.21 percentage points in market share over its 9,287 tallies during the year-earlier period.

Overall, 108,960 units were registered in the heavy group through June, 1985, 23.0 percent above the 88,566 counted through June, 1984.

In Class 7, a total of 38,598 units were registered through June, 1985, up 27.8 percent from the year-earlier period.

In Class 8, 70,362 registrations were counted through June, 1985, up 20.5 percent from the 58,370 units tallied through June, 1984.

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

JUNE 1985 VS. 1984*

		Group 1 6,000 lbs and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	June '85	.....	.....	.....	.....	.....	.....	.....	132	132
	June '84	.....	.....	.....	.....	.....	.....	.....	129	129
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	788	788
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	581	581
CHEVROLET	June '85	60,271	42,452	2,870	.....	23	344	780	75	106,815
	June '84	51,073	44,281	3,547	.....	17	479	776	74	100,247
	Year to Date '85	327,397	238,810	13,986	.....	108	2,428	4,892	242	587,863
	Year to Date '84	275,697	242,990	19,334	.....	111	2,549	3,887	275	544,843
(Memo Units)#	June '85	44,159	16,210	.....	.....	.....	.....	.....	.....	60,369
	June '84	34,599	18,719	.....	.....	.....	.....	.....	.....	53,318
	Year to Date '85	246,545	90,668	.....	.....	.....	.....	.....	.....	337,213
	Year to Date '84	188,747	98,579	.....	.....	.....	.....	.....	.....	287,326
DODGE	June '85	30,663	13,741	.....	.....	.....	.....	.....	.....	44,404
	June '84	26,217	13,031	.....	.....	.....	.....	.....	.....	39,248
	Year to Date '85	180,645	81,373	.....	.....	.....	.....	.....	.....	262,018
	Year to Date '84	135,806	68,924	.....	.....	.....	.....	.....	.....	204,730
(Memo Units)#	June '85	23,047	8,087	.....	.....	.....	.....	.....	.....	31,134
	June '84	19,393	8,376	.....	.....	.....	.....	.....	.....	27,769
	Year to Date '85	134,375	43,827	.....	.....	.....	.....	.....	.....	178,202
	Year to Date '84	96,781	43,151	.....	.....	.....	.....	.....	.....	139,932
FORD	June '85	59,116	43,496	.....	.....	.....	911	2,512	1,426	107,461
	June '84	28,363	72,901	.....	.....	.....	853	2,270	1,051	105,438
	Year to Date '85	345,467	241,462	.....	.....	.....	5,942	15,865	7,345	616,081
	Year to Date '84	158,413	389,041	.....	.....	.....	5,989	12,001	5,401	570,845
(Memo Units)#	June '85	36,104	14,748	.....	.....	.....	.....	.....	.....	50,852
	June '84	28,230	23,255	.....	.....	.....	.....	.....	.....	51,485
	Year to Date '85	233,632	79,664	.....	.....	.....	.....	.....	.....	313,296
	Year to Date '84	154,812	127,895	.....	.....	.....	.....	.....	.....	282,707
FREIGHTLINER	June '85	.....	.....	.....	.....	.....	.....	.....	1,712	1,712
	June '84	.....	.....	.....	.....	.....	.....	.....	1,109	1,109
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	9,300	9,300
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	7,258	7,258
GMC	June '85	14,605	11,974	268	.....	582	509	1,068	1,009	30,015
	June '84	12,468	12,009	132	.....	220	424	1,089	1,230	27,572
	Year to Date '85	76,653	64,812	2,623	.....	3,128	2,528	7,660	6,017	163,421
	Year to Date '84	64,078	66,522	630	.....	986	2,526	6,179	5,632	
										146,553
(Memo Units)#	June '85	9,927	4,230	.....	.....	.....	.....	.....	.....	14,157
	June '84	7,350	4,425	.....	.....	.....	.....	.....	.....	11,775
	Year to Date '85	54,986	22,574	.....	.....	.....	.....	.....	.....	77,560
	Year to Date '84	39,416	24,167	.....	.....	.....	.....	.....	.....	63,583
INTERNATIONAL	June '85	.....	.....	.....	.....	.....	1,977	1,373	2,572	5,922
	June '84	.....	.....	.....	.....	.....	1,419	1,366	2,449	5,234
	Year to Date '85	.....	.....	.....	.....	.....	11,786	7,820	15,047	34,653
	Year to Date '84	.....	.....	.....	.....	.....	7,692	6,909	13,323	27,924
JEEP	June '85	14,833	1,176	.....	.....	.....	.....	.....	.....	16,009
	June '84	11,695	1,607	.....	.....	.....	.....	.....	.....	13,302
	Year to Date '85	71,726	8,409	.....	.....	.....	.....	.....	.....	80,135
	Year to Date '84	57,986	10,526	.....	.....	.....	.....	.....	.....	68,512
(Memo Units)#	June '85	14,833	1,041	.....	.....	.....	.....	.....	.....	15,874
	June '84	11,695	1,325	.....	.....	.....	.....	.....	.....	13,020
	Year to Date '85	71,726	7,397	.....	.....	.....	.....	.....	.....	79,123
	Year to Date '84	57,986	8,668	.....	.....	.....	.....	.....	.....	66,654
KENWORTH	June '85	.....	.....	.....	.....	.....	.....	.....	863	863
	June '84	.....	.....	.....	.....	.....	.....	.....	822	822
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	5,650	5,560
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	6,533	6,533
MACK	June '85	.....	.....	.....	.....	.....	378	88	2,584	3,050
	June '84	.....	.....	.....	.....	.....	296	61	1,958	2,315
	Year to Date '85	.....	.....	.....	.....	.....	2,065	531	13,303	15,899
	Year to Date '84	.....	.....	.....	.....	.....	1,581	261	9,026	10,868
MERCEDES-BENZ	June '85	.....	.....	.....	.....	.....	191	178	.....	369
	June '84	.....	.....	.....	.....	.....	75	46	.....	121
	Year to Date '85	.....	.....	.....	.....	.....	1,292	933	.....	2,225
	Year to Date '84	.....	.....	.....	.....	.....	605	312	.....	917
PETERBILT	June '85	.....	.....	.....	.....	.....	.....	.....	1,076	1,076
	June '84	.....	.....	.....	.....	.....	.....	.....	954	954
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	6,273	6,273
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	5,875	5,875
PLYMOUTH	June '85	10,557	.....	.....	.....	.....	.....	.....	.....	10,557
	June '84	7,587	9	.....	.....	.....	.....	.....	.....	7,596
	Year to Date '85	53,969	.....	.....	.....	.....	.....	.....	.....	53,969
	Year to Date '84	39,295	96	.....	.....	.....	.....	.....	.....	39,391
VOLVO	June '85	.....	.....	.....	.....	.....	.....	116	66	182
	June '84	.....	.....	.....	.....	.....	.....	104	82	186
	Year to Date '85	.....	.....	.....	.....	.....	.....	701	426	1,127
	Year to Date '84	.....	.....	.....	.....	.....	.....	601	280	881
WESTERN STAR	June '85	.....	.....	.....	.....	.....	.....	.....	97	97
	June '84	.....	.....	.....	.....	.....	.....	.....	43	43
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	581	581
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	256	256
WHITE	June '85	.....	.....	.....	.....	.....	.....	.....	718	718
	June '84	.....	.....	.....	.....	.....	.....	.....	430	430
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	4,356	4,356
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	3,400	3,400
MISCELLANEOUS«	June '85	68,274	875	326	83	39	10	41	154	69,802
	June '84	57,421	760	19	85	.....	8	12	101	58,406
	Year to Date '85	404,611	5,077	1,562	468	148	60	196	1,034	413,156
	Year to Date '84	316,546	3,615	95	329	.....	29	46	530	321,190
TOTALS	June '85	258,319	113,714	3,464	83	644	4,320	6,156	12,484	399,184
	June '84	194,824	144,598	3,698	85	237	3,554	5,724	10,432	363,152
	Year to Date '85	1,460,468	639,943	18,171	468	3,384	26,101	38,598	70,362	2,257,495
	Year to Date '84	1,047,821	781,414	20,059	329	1,097	20,971	30,196	58,370	1,960,557

*—Manufacturers' sales records used for compiling Oklahoma and in 1984, New York.

#—Memo units are trucks which are part of the total listed above each entry. Memo units are Chevrolet Van, El Camino, Blazer, S-10 and Astro; Dodge compact trucks; Ford Econoline and Bronco; GMC Van, Jimmy, Caballero, S-15 and Safari.

«—Miscellaneous includes imports, FWD, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data

auction directory

AUTO AUCTION FOR SALE
Beautiful new auction facilities handling 1,000 cars. Located in Abilene, Texas. Death of partner causes sale. Asking price $1,500,000.
Days—214-642-3900
Night—214-641-1110
Weekends—214-987-8744

NEW YORK
Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon, 371-7800. Northeast's Finest - Every Thursday, 11:30 A.M. sharp.

OHIO
Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

OHIO
Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO
Cincinnati Auto Auction. We service fleet & lease co's. Recon facilities, p.u. & del., 300 mi. Reg. sale Fri., 12 noon, Repossessed car sale 2nd & 4th Thur. 513-874-9310.

OREGON
Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-266-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA
P A D E Every Wednesday
SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

PENNSYLVANIA
Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pa. 215-822-1935. Every Tuesday-11 A.M. Pickup service.

PENNSYLVANIA
GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

SOUTH CAROLINA
...uce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

SOUTH CAROLINA
Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS
Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

VIRGINIA
Since 1970
Jim Wheatley's
Harrisonburg Auto Auction
Exit 62 & 181 P.O. Box 1086
Harrisonburg, Va. 22801-1086
(703) 434-5991

WASHINGTON
So. Seattle Auto Auction. The lease & Fleet Specialists. Bob McConkey, Jr., 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

PLANNING A BIG SALE . . .
PLACE YOUR AD IN THIS SECTION

factories list auction dates

American Motors

Aug. 20—D-A Auto Auction, New Stanton, Pa.; Arena Auto Auction, Chicago, and High Point Auto Auction, High Point, N.C.

Aug. 21—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Mid-States Auto Auction, South Bend.

Aug. 22—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Corry Auto Auction, Corry, Pa.

Aug. 27—Aptco Auto Auction, Taylor, Mich.

Aug. 28—Kansas City Auto Auction, Kansas City; Mid-States Auto Auction, South Bend, and Metro Milwaukee Auto Auction, Caledonia, Wis.

Used Car Sales
Auction Averages

August to date	$5,457
Month ago	$4,891
Year ago	$5,363

Model Breakdown
Auction Averages

	AUGUST, 1985	JULY, 1985	JUNE, 1985
1985	$11,072	$10,804	$11,181
1984	$7,899	$7,727	$8,061
1983	$6,052	$5,971	$6,306
1982	$5,331	$5,326	$5,544
1981	$4,500	$4,141	$4,536
1980	$3,404	$3,245	$3,528
1979	$2,781	$2,590	$2,953
1978	$2,163	$2,139	$2,114
Overall Average	$5,457	$4,815	$5,296

Aug. 29—Evansville Auto Auction. Evansville, Ind.; Northway Exchange, Clifton Park, N.Y., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

Aug. 20—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich., and NuCarPrep System, Santa Fe Springs, Calif.

Aug. 21—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

Aug. 22—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

Aug. 23—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Aug. 27—Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Florida Auto Auction of Orlando, Ocoee, Fla.

Aug. 28—Columbus Fair Auto Auction, Obetz, O.; Southern Auto Auction, Warehouse Point, Conn., and South Seattle Auto Auction (tentative), Kent, Wash.

Aug. 29—Atlanta Auto Auction, Red Oak, Ga.

Ford Motor Co.

Aug. 21—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

Aug. 22—Aptco Auto Auction, Taylor, Mich.; 166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N.J.

Aug. 28—Clanton's Auto Auction, Darlington, S.C.

Aug. 29—Floyd Hauhe Auto Auction, Bridgeton, Mo.

General Motors

Aug. 20—Southern Auto Auction, E. Windsor, Conn.; South Seattle Auto Auction, Kent, Wash., and 166 Auto Auction, Springfield, Mo.

Aug. 21—Clanton's Auto Auction, Darlington, S.C.; Indianapolis Auto Auction, Indianapolis, and Hatfield Auto Auction, Hatfield, Pa.

Aug. 22—Southwest Auto Auction, Phoenix.

Aug. 28—Brasher's Salt Lake Auto Auction, Salt Lake City, and Metro Auto Auction, Kansas City.

Aug. 29—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Sept. 4—Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

Sept. 5—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Dallas Auto Auction, Dallas.

Sept. 10—Denver Auto Auciton, Englewood, Colo., and Florida Auto Auction of Orlando, Orlando.

Sept. 11—Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

Sept. 12—Nashville Auto Auction, Nashville, and Ohio Auto Auction, Columbus, O.

Sept. 17—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

Sept. 18—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

50 with Chevy

Bill Smith, left, Parsons Motors, Inc., Parsons, Kans., receives Chevrolet's 50-year-dealer award from Eldon Kibler Jr., right, Chevrolet's Kansas City zone manager. Witnessing is Smith's wife.

Chrysler ordered to pay $3 million in Volare crash

WEST PALM BEACH.—A Florida appeals court has ordered Chrysler Corp. to pay $3 million to the husband of a woman who died in a fiery car crash in 1977.

The appeals court said that Broward Circuit Judge Otis Farrington had erred when he overruled a jury's decision to require Chrysler to pay Jack Wolmer the $3 million in punitive damages.

Chrysler lawyers said through a spokesman that they were exploring a possible appeal.

In writing the decision of the Fourth District Court of Appeal, Judge Daniel Hurley said he agreed with the jury that found Chrysler had acted "with wantonness, willfulness or reckless indifference to the rights of others" when it designed the 1977 Plymouth Volare station wagon.

Evidence presented during the 1982 trial showed that Mary Wolmer was driving in her Volare wagon with two friends on Interstate 95 from Miami to Fort Lauderdale when they had to stop in the middle of the highway because of a disabled vehicle.

A pickup truck traveling 50 MPH hit Wolmer's car in the rear, and it burst into flames. Wolmer's two friends, who were in the front seat, escaped by climbing out a window, but Wolmer, engulfed in flames, died instantly.

A witness said he "saw a large ball of flame shoot up in the air, similar to when (he) worked the flamethrower in the Army."

Hurley wrote that two expert witnesses testifying for the family said the car had defects that "imperiled life and limb," defects that Chrysler knew about.

The witnesses said that in rear-end collisions, the car's fuel tank is pushed forward into the shock absorber, causing it to rupture. In addition, the tube leading to the fuel tank is pulled out by the car's outer panels, spraying gasoline around.

The plaintiff presented Chrysler records showing how the vehicle performed in simulated rear-end collisions at 30 MPH—thus indicating that Chrysler knew about the design flaws.

"Test reports revealed contact problems between the fuel tank and shock absorber. Also, there were problems of fuel leakage from the filler tube," Hurley wrote.

"The reports evidenced Chrysler's actual knowledge of both problems," Hurley wrote.

However, Chrysler told the judge that the 1977 Volare station wagon met Federal Government safety standards and that state law cannot preempt federal regulations.

In the decision that was overturned by the appeals court, Judge Farrington agreed with Chrysler, overruling the jury.

Buick dealers to visit Flint for 1986 model preview

FLINT.—More than 4,600 Buick dealers, sales and service personnel and other guests from across the country will take part in Buick's "hometown celebration"—a series of five new-car announcement meetings in Flint between Aug. 19 and Sept. 6.

The dealers and others will arrive in five groups of about 950 people each for three-day meetings to preview Buick's 1986 models. They also will visit Flint's Six Flags AutoWorld and the Sloan Museum.

They will tour the new $300-million-plus Buick City assembly facility where new front-wheel-drive Buick LeSabres are to be built beginning in September.

They will be entertained at a Broadway-style show with a Buick theme at Whiting Auditorium their first evening in Flint. The second night, they will attend a dinner at the Flint Hyatt Regency featuring comedienne Phyllis Diller and comedian Freddie Roman.

The dealers will attend seminars, including one on the women's market and another on a new computerized automotive maintenance system. On one afternoon, they will watch a demonstration of Buick's Anti-lock Braking System, events featuring some Buick-powered drag racing cars and other motorsports demonstrations. All events will be repeated five times to accommodate each group.

The theme of the announcement meetings is "Partners in Innovation," which the division said refers to the "partnership between the factory and the dealers and the Buick tradition in Flint."

Law cracks down on rollbacks

BOSTON.—A new Massachusetts law will emphasize stronger control over odometer rollbacks by auto dealers.

The state Registry of Motor Vehicles said that "odometer spinning" costs consumers $2 billion a year across the U.S. Registry spokesmen said that wholesalers and dealers are the major offenders, rather than individuals selling cars on an informal basis.

Heretofore in Massachusetts, odometer rollback charges have been tried on a civil court level. The new law allows prosecution in criminal court.

Anglo American offers Odometer Protection Plan

BLOOMFIELD HILLS, Mich.—Anglo American's Odometer Protection Plan is now included on all consigned cars sold with declared warranty mileage at 11 of its auto auction subsidiaries in the U.S.

William P. Benton, chairman of Anglo American Auto Auctions, Inc., said the plan is a major step to remove the risk of odometer fraud in auto auctions.

"The auctions have worked with Auction Insurance Agency to develop an innovative approach known as the AccuSafe Odometer Protection Plan," Benton said. "For some time, auction owners have been concerned with automobiles having rolled-back odometers.

"Under the AccuSafe plan, the buyer is protected by specific indemnity agreement from the auction which outlines the terms and conditions and provides protection up to 150 days. Specific terms can be varied to meet the special needs of individual auctions."

The protection issued by the auction is backed by an insurance policy written by Georgia Casualty and Surety Co. through Auction Insurance Agency. For 30 years, Auction Insurance Agency has provided check and title insurance services to the auction industry.

And strike cuts truck supply to 20

Import-car stocks dip to 29 days

Continued from Page 1

This means that on average, import dealers had perhaps only 20 days' worth of cars on their lots when the Teamsters went out on strike at the end of July.

Inventory figures show the shortages were most acute among Japanese-car dealers, although the supply of German-built cars dropped sharply.

In fact, Toyota said its latest report shows it has only a three-day supply of cars at dealers, in dealer prep centers and in transit, down from 12 days on Aug. 1. Like most importers, it doesn't count in its inventory cars that are waiting dockside, until it takes official receipt.

This month's car stockpile of 291,871, is lower than the month-earlier total of 310,221, but well above the year-earlier total of 197,688, when tighter Japanese quotas were in effect. The Aug. 1 days-supply figure of 29 days compares with the month-earlier figure of 31 and the year-earlier figure of 24.

The real shortages, as noted, are in imported trucks (including Nissan's Tennessee trucks). The truck inventory of 74,720 was a 14-month low—lowest since May 1, 1984, when there were 46,511 trucks in stock. In contrast to the Aug. 1, 1985, figure, on July 1, there were 94,705 trucks in inventory. And on Aug. 1, 1984, there were 86,785.

And import-truck dealers were selling like crazy during July, leaving little left for August: The Aug. 1 stockpile was worth only 20 days, compared with 36 days a month earlier and 39 days a year earlier. Truck days-supply figures haven't dropped so low since Automotive News began tracking them in mid-1981. The lowest it ever got was a 30-day supply, on Sept. 1, 1983.

Isuzu sliced its truck days-supply figure by about two-thirds through a combination of increased sales and sharply decreased inventories.

Toyota's inventories were decreased, too, but its truck sales jumped tremendously. Truck sales also were up for Nissan and Chrysler Corp.'s Dodge Ram 50 import. The remaining truck importers—Mazda and Mitsubishi—suffered sales declines because they didn't have enough trucks to sell during the month.

In the car segment, dased days-supply figures for Mitsubishi, BMW and Ford Motor Co.'s Merkur were due more to decreased shipments than to any sales-rate changes. Audi's big decrease in its days-supply figure was due to a combination of increased sales and decreased inventories.

By country of origin, the Aug. 1 car inventory was split this way: Japan, 58.22 percent; Germany, 29.35 percent; other countries, 12.43 percent. Unit counts were off in all three categories compared with a month earlier, when the split was Japan, 54.96 percent; Germany, 33.11 percent; other countries, 11.93 percent.

Combined import car and truck figures showed a 26-day supply on Aug. 1, the lowest since Sept. 1, 1984, when there was a 25-day import-vehicle supply. On July 1, there was a 32-day supply; on Aug. 1, 1984, it was 27.

The vehicle unit count this month amounted to 366,591, a three-month low. On July 1, it was 404,926; on Aug. 1, 1984, it was 284,473.

Japanese-car inventories averaged 21 days on Aug. 1: Isuzu, 92; Nissan, 26; Mazda, 23; Subaru, 22; Mitsubishi, 18; Toyota, 12, and Honda imports, 9. In addition, there was a 74-day supply of Chevrolet captive imports: A 79-day supply of the Isuzu-built Spectrum and a 62-day supply of the Suzuki-built Sprint.

There was a 42-day supply of Chrysler Corp. captives built by Mitsubishi: Dodge Conquest, 113; Plymouth Conquest, 104; Plymouth Colt, 44; Dodge Colt, 38; Dodge Vista, 33, and Plymouth Vista, 33.

The German-car days' supply averaged 57 days: Merkur, 117; VW imports, 66; BMW, 59; Porsche, 56; Audi, 51, and Mercedes-Benz, 40.

The days-supply average for cars from the other European countries averaged 49: Renault imports, 297; Peugeot, 77; Volvo, 41; Saab, 40; Jaguar, 25, and Alfa Romeo, 24.

Japanese light-duty trucks and their days-supply averages: Chrysler, 38; Nissan (including domestics), 35; Isuzu, 29; Mitsubishi, 15; Mazda and Toyota, each 12.

IMPORT STOCKS

	Aug. 1, 1985	July 1, 1985	Aug. 1, 1984
Spectrum	79	89	0
Sprint	62	69	25
Chevrolet	74	83	25
Plymouth Colt	44	51	65
Dodge Colt	38	49	57
Plymouth Conquest	104	91	99
Dodge Conquest	113	106	106
Plymouth Vista	33	40	43
Dodge Vista	33	40	39
Chrysler Corp.	42	49	64
Honda	9	7	5
Isuzu	92	71	58
Mazda	23	19	17
Mitsubishi	18	30	47
Nissan	26	27	27
Subaru	22	20	18
Toyota	12	13	15
JAPAN	21	22	20
Audi	51	70	37
BMW	59	85	46
Mercedes-Benz	40	46	17
Merkur	117	172	0
Porsche	56	63	19
VW	66	69	54
GERMANY	57	70	43
Alfa Romeo	24	28	120
Jaguar	25	25	19
Peugeot	77	82	37
Renault	297	276	148
Saab	40	37	32
Volvo	41	51	33
OTHER COUNTRIES	49	53	44
TOTAL IMPORT CARS	29	31	24
Isuzu	29	75	87
Mazda	12	13	22
Mitsubishi	15	25	40
Nissan*	35	39	40
Toyota	12	33	29
Chrysler	38	46	74
TOTAL IMPORT TRUCKS	20	36	39
TOTAL IMPORT VEHICLES	26	32	27

*—Includes domestic trucks.

EUROPEAN SALES BY MAKER

	Sales, 6 Mos., 1985	1985 Market Share	Sales 6 Mos., 1984	Pct. Change
Alfa Romeo	91,600	1.6	106,900	– 14.3
Austin Rover	213,300	3.8	216,000	– 1.2
BMW	157,000	2.8	172,700	– 9.1
Fiat Auto	725,800	12.8	749,000	– 3.1
Ford	664,500	11.7	733,100	– 9.4
General Motors	657,400	11.6	665,600	– 1.2
Japanese (all)	592,200	10.5	560,600	+ 5.6
Mercedes-Benz	203,200	3.6	170,800	+ 19.0
Peugeot SA	652,300	11.5	638,000	+ 2.2
Renault	613,200	10.8	602,600	+ 1.8
Seat	75,400	1.3	88,200	– 14.5
VW-Audi	733,800	13.0	678,100	+ 8.2
Volvo	138,900	2.5	130,800	+ 6.2
Total	5,657,500	100.0	5,657,300	0

Just a whisker ahead of Fiat in first-half sales

VW Group snares lead in Europe

Continued from Page 1

market shares in practically every Fiat export market. Only the U.K., long a Fiat weakness, contributed any significant share increase.

Ford, the European market leader in 1984, fell by more than 9 percent in sales to finish the first half at 11.7 percent of the market.

That was a result of Ford's declared unpreparedness to defend its European leadership if it meant reducing margins. It also is because of the intensity of the competition, not least from GM's Opel and Vauxhall.

GM was still behind Ford at the end of June, but the difference was only about 5,000 units, or 0.1 percent of total sales. With the new Kadett/Astra at last reaching peak volumes—more than 2,500 a day—the second half of this year could see the long-expected reverse in position between GM and Ford.

Despite weak domestic demand, both French groups increased their overall market shares. PSA, led by Peugeot, was up 2.2 percent in sales and had a market share of 11.5 percent, while Renault recovered by 1.8 percent in overall sales and captured 10.8 percent of the market.

The continuing success of the Peugeot 205 and the arrival of the new Renault 5 were prime factors.

The combined market share of the Japanese makers rose from just under 10 percent to 10.5 percent.

Among the smaller-volume makers, the 19-percent rise in Mercedes-Benz sales was the outstanding feature. Mercedes-Benz made solid gains against the general trend in Germany—the only maker to do so—and pushed more cars into exports as well. The recent extension to its capacity (at Bremen) and the strong demand for all models means it continues to build at record numbers.

Similarly, Volvo made steady progress, but BMW suffered a setback in its market share. A serious fall in BMW's German business was not compensated for by greater European exports, although its U.K. business continued to improve.

However, BMW continues to talk optimistically of record production this year and seems confident of recovering its losses.

EUROPEAN SALES BY COUNTRY

	6 Mos., 1985	6 Mos., 1984
Austria	131,400	121,300
Belgium/Lux	201,400	217,000
Denmark	84,000	80,400
Finland	75,200	68,900
France	897,000	903,000
Greece	37,800	33,300
Ireland	38,400	37,700
Italy	989,700	941,700
Netherlands	304,000	299,000
Norway	73,900	53,900
Portugal	43,400	34,600
Spain	274,300	276,600
Sweden	146,600	119,000
Switzerland	151,100	163,000
W. Germany	1,256,700	1,364,000
U.K.	943,600	943,900
Total	5,657,500	5,657,300

Early-August sales drop; shortage of cars hurts

Continued from Page 2

12 09 percent to 15.48 percent of the domestic market.

General Motors was down 10.01 percent, to 92,298 from 102,561. Ford Motor Co. dropped 12.36 percent, to 37,135 from 42,373.

Honda plunged to sales of 771 from 4,145 a year earlier, a drop of 81.40 percent. Volkswagen was down 14.89 percent, to 1,149 from 1,350. American Motors reported sales of 2,700 units, down 49.34 percent from 5,330, while Nissan had sales of 545 this year.

GM's share of the domestic market edged to 57.96 percent from 57.88 percent last year. Ford dipped to 23.32 percent from 23.92 percent. Chrysler catapulted to 15.48 percent from 12.09 percent.

VW was down to 0.72 percent from 0.76 percent. Honda had 0.48 percent, down from 2.34 percent a year earlier. AMC earned 1.70 percent, down from 3.01 percent, and Nissan had 0.34 percent its first early-August on the domestic market.

Plymouth and Dodge were the only U.S. makes with sales increases for the period. Plymouth climbed 37.66 percent, to 6,975 from 5,067. Dodge was up 41.97 percent, to 9,505 from 6,695.

Other results included Chrysler down 15.54 percent; Ford, down 11.46 percent; Mercury, down 12.88 percent; Lincoln, down 17.68 percent; Renault, down 50.00 percent, and AMC, down 39.39 percent.

DOMESTIC SALES

	Aug. 1-10, 1985	Aug. 1-10, 1984
Renault Alliance-Encore	2,500†	5,000†
AMC	200†	330†
AMERICAN MOTORS	2,700†	5,330†
Chrysler	8,160	9,661
Plymouth	6,975	5,067
Dodge	9,505	6,695
CHRYSLER CORP.	24,640	21,423
Ford	23,702	26,769
Mercury	10,667	12,244
Lincoln	2,766	3,360
FORD MOTOR CO.	37,135	42,373
Buick	19,233	23,149
Cadillac	6,373	7,592
Chevrolet	30,391	34,269
Oldsmobile	21,748	22,411
Pontiac	14,553	15,140
GENERAL MOTORS	92,298	102,561
VOLKSWAGEN	1,149	1,350
HONDA	771	4,145
NISSAN	545	0
U.S. INDUSTRY TOTAL	159,238	177,182

†—Estimate

Edsel Ford sees Sable matching sales of Taurus

Continued from Page 2

which Ford Division has, which is their price unit," he said.

"We don't have the image. We're trying valiantly with the Trans Am series, and we're going to win the series. But we're going to see if we can't do something. I don't know what the details are because we haven't formulated them yet, but I'd like to see if I can't just push Capri a little bit."

Ford said a notchback offering for Capri is not necessarily the answer.

"I've looked into that, and it's a function of cost because of the fenders," he said. "There are some fender issues on the Capri versus Mustang and the shape of the deck that we got ourselves into, but I don't think we need the notchback.

"I think Mustang ought to have the notchback and they ought to have it to themselves and that's fine, but I think we have to get all the marketing wizards together at Lincoln-Mercury Division and come up with a program to launch Capri.

"Everybody abandoned the car," he added. "I came to Lincoln-Mercury Division and said 'well, who is selling Capri?' and everybody kind of looked around and said, 'Capri?' So I've taken it on as my personal task—that along with Merkur—to get going on Capri.

"It's all a function of saying to the dealers, 'here's a nice car, here's a price point where we think you can sell the car' and if there are any marketing actions 'here they are,' and we'll just get going with it."

Special tires

Ron Pink, business manager of Vehicle Fleet Maintenance for Xerox Corp., takes delivery of the first of a group of Chrysler Corp. minivan service vehicles factory equipped with Uniroyal's puncture-sealing Royal Seal tires.

South Carolina allows auto sales on Sundays

COLUMBIA, S.C.—The South Carolina General Assemby approved compromise legislation liberalizing the state's blue laws which prohibited sales of specific merchandise, including autos, on Sundays.

The new law allows Sunday sales of almost everything except alcohol.

Output gains despite changeover downtime

Makers schedule 117,150 cars

By Louise Kertesz
Detroit Reporter

Estimated U.S. production of 117,150 cars last week was up 1.45 percent from the previous week's 115,481, though downtime continues at several plants for vacations and model changeovers.

A jump in expected final assemblies at Chrysler Corp. plants made the difference.

Last week's estimated build was about the same (up 0.22 percent) as the year-ago week's 116,890.

Year-to-date, 5,307,460 cars have been assembled, 4.50 percent more than the 5,078,860 completed last year at this time.

Last week's scheduled production was shared as follows: General Motors, 59.81 percent; Ford Motor Co., 27.00 percent; Chrysler, 6.15 percent; American Motors, 2.35 percent; Volkswagen of America, 2.00 percent; New United Motor Mfg. Co., 1.60 percent, and Nissan Motor Mfg. Co., U.S.A., 1.09 percent.

• Honda of America Mfg. Co.'s plant in Marysville, O., was down last week for vacation and model changeover. It is due to resume operations today (Aug. 19).

GM's Tarrytown (N.Y.) and Oklahoma City plants closed Aug. 16 for model changeover. They are scheduled to resume production Aug. 26 and 28, respectively.

As previously reported, GM's Van Nuys (Calif.) and Detroit plants are closed for changeover until Aug. 26 and Sept. 5, respectively.

GM's Wentzville (Mo.) and Fairfax (Kans.) plants are scheduled to reopen this week after being down for changeover.

Chrysler's Newark (Del.), Sterling Heights (Mich.) and St. Louis (No. 2) plants are scheduled to resume operations today after being down for changeover and vacation.

Volkswagen's Westmoreland (Pa.) plant is closed this week for model changeover. It is due to reopen Sept. 9.

Last week, companies reported production of the following 1986 models for the first time (some of them were built during the previous week): Buick Regal (along with 1985s); Buick LeSabre; Cadillac DeVille; Chevrolet Corvette; Oldsmobile Firenza; Oldsmobile Cutlass Supreme (along with 1985s); Oldsmobile Ninety-Eight; Oldsmobile Toronado (along with 1985s); Pontiac Sunbird (along with 1985s); Pontiac 1000 (along with 1985s); Pontiac Firebird, and Pontiac Fiero.

For the first time last week, Chrysler reported production of 1986 models of all its nameplates except: Plymouth Gran Fury; Chrysler LeBaron, LeBaron GTS and Fifth Avenue, and Dodge Lancer and Diplomat. Some of the 1986 models were built during the previous week.

Ford has scheduled daily overtime at all its car plants this week. Its Chicago facility is also slated for overtime Saturday (Aug. 24).

NHTSA looks at Chevette; Chrysler inquiry upgraded

WASHINGTON.—NHTSA has opened a preliminary inquiry into an alleged throttle-sticking problem on 1979-1980 Chevrolet Chevettes and Pontiac T-1000s. Inquiries involving several other General Motors lines have been closed.

The safety agency has also upgraded and expanded its investigation of reported engine-compartment fires in Chrysler K-cars with four-cylinder engines.

The investigation has been upgraded to an engineering analysis and expanded to include Chrysler K-cars produced from the 1981 to 1984 model years. An earlier preliminary inquiry included only Chrysler 4-cylinder K-cars built in the 1981 model year.

The Center for Auto Safety has been pressing NHTSA for action in both the GM and Chrysler cases.

An upgraded investigation was also announced for Audi 5000s built between 1981 and 1985 for alleged engine-compartment fires.

Investigations that have been closed include a rear-axle-failure investigation of GM's 1977-81 B-body cars—Chevrolet Impala and Caprice Classic, Pontiac Catalina and Bonneville, Oldsmobile Delta 88 and Buick LeSabre.

NHTSA also closed inquiries into an alleged vapor-lock problem with 1980-82 Ford light trucks and a seat-belt anchor-bolt defect investigation of GM A-body and B-body cars for 1979 and 1980.

The safety agency also said it had sent information requests to GM concerning possible rear-brake lockup of 1981-82 Chevettes with diesel engines and to Volkswagen of America regarding possible engine-compartment fires in Volkswagen Vanagons built from 1980 to 1982.

Ford has also been queried in regard to alleged front-wheel-spindle failure on 1984 Ford Ranger pickup trucks.

Blue law in Missouri

JEFFERSON CITY, Mo.—Gov. John Ashcroft has signed into law a bill that prohibits the sale or purchase in Missouri of new and used automobiles and trucks on Sundays. It is effective Sept. 28.

Truck production continues above 60,000 units

Domestic truck production was pegged at 64,004 units last week, 2.17 percent more than the previous week's 62,646.

Last week's output was 9.93 percent more than the year-ago week's 58,224.

So far this year, 2,174,249 trucks have been assembled, 9.98 percent more than the 1,976,931 completed last year at this time.

General Motors scheduled two overtime shifts Saturday (Aug. 17) at its Pontiac plant (No. 5).

Ford Motor Co. plans daily overtime this week (Aug. 19) at its facilities in Wayne, Mich., and Lorain, O.

Oshawa returns; Canada builds 20,846 cars

With General Motors' Oshawa (Ont.) car plant back in production after being idle for vacation and model changeover, scheduled Canadian auto production of 20,846 units last week jumped 67.98 percent over the previous week's 12,410.

Except for Volvo's Halifax (N.S.) plant, which is due to reopen Aug. 26, Canadian assembly facilities have completed their vacations and changeovers, and line speeds are increasing.

Last week's estimated build was 38.49 percent better than the year-ago week's 15,052.

So far this year, 652,710 cars have been assembled, 5.64 percent fewer than the 691,735 completed last year at this point.

American Motors' Brampton (Ont.) plant was down last week for inventory adjustment. It is scheduled to resume production today (Aug. 19).

Truck makers expected to build 10,240 units last week, 5.99 percent more than the previous week's 9,661, but 23.25 percent fewer than the year-ago week's 13,342.

Year-to-date, 535,136 trucks have been completed, 5.54 percent more than the 507,050 assembled last year at this time.

General Motors' Oshawa truck plant is scheduled to resume production this week after being down for vacation and model changeover.

CANADIAN CAR PRODUCTION

	Week Ended Aug. 17, 1985	Week Ended Aug. 18, 1984	Week Ended Aug. 10, 1985	Aug. to Date	Jan. 1 to Aug. 18, 1984	Jan. 1 to Aug. 17, 1985
AMERICAN MOTORS	0	0	409	409	14,055	5,902
FORD MOTOR	11,461	10,012	8,860	24,819	274,236	310,022
GENERAL MOTORS	9,385	5,040	3,141	13,697	396,962	330,330
VOLVO	0	0	0	90	6,482	6,456
Total Cars, Canada	20,846	15,052	12,410	39,015	691,735	652,710

U.S. TRUCK PRODUCTION☆

	Week Ended Aug. 17, 1985	Week Ended Aug. 18, 1984	Week Ended Aug. 10, 1985	Aug. to Date	Jan. 1 to Aug. 18, 1984	Jan. 1 to Aug. 17, 1985
CHEVROLET	19,123	18,333	18,191	44,866	640,768	757,537
DODGE	4,000	4,382	4,014	8,014	127,182	133,922
FORD	23,007	21,395	22,867	55,844	740,911	745,099
GMC	6,472	5,417	6,346	15,366	207,330	235,174
INTERNATIONAL	1,300	1,590	1,650	3,613	47,606	49,577
JEEP	5,500	3,868	4,953	11,765	118,526	126,656
NISSAN	2,552	2,189	2,575	6,159	59,738	65,891
AM GENERAL	50	50	50	120	1,670	1,590
MISCELLANEOUS	2,000	1,000	2,000	4,800	33,200	58,803
Total Trucks, U.S.	64,004	58,224	62,646	150,547	1,976,931	2,174,249

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 17, 1985	Week Ended Aug. 18, 1984	Week Ended Aug. 10, 1985	Aug. to Date	Jan. 1 to Aug. 18, 1984	Jan. 1 to Aug. 17, 1985
CHRYSLER	6,047	7,983	5,804	11,851	221,849	248,240
FORD	2,898	2,821	2,638	6,996	95,888	101,856
GENERAL MOTORS	1,080	2,321	1,007	3,891	184,416	178,151
INTERNATIONAL	215	217	212	512	4,897	6,889
Total Trucks, Canada	10,240	13,342	9,661	23,251	507,050	535,136
N. American Trucks	74,244	71,566	72,307	173,797	2,483,981	2,709,385

☆—Now includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR PRODUCTION

	Week Ended Aug. 17, 1985	Week Ended Aug. 18, 1984	Week Ended Aug. 10, 1985	Aug. to Date	Jan. 1 to Aug. 18, 1984	Jan. 1 to Aug. 17, 1985
AMERICAN MOTORS	2,750	4,702	2,820	6,694	126,948	70,077
Renault Total	2,750	4,702	2,820	6,694	126,948	70,077
Alliance	1,950	3,017	1,943	4,667	69,604	44,091
Encore	800	1,685	877	2,026	57,344	25,986
CHRYSLER CORP.	7,200	13,635	67	10,263	781,315	836,191
Plymouth Total	3,450	4,643	31	4,483	231,078	242,439
Horizon	2,300	2,884	0	3,259	99,459	93,150
Reliant	1,000	939	21	1,021	111,359	106,005
Caravelle	150	534	10	160	6,278	31,829
Gran Fury	0	286	0	43	13,982	11,455
Chrysler Total	600	3,886	14	1,591	260,469	273,918
LeBaron	0	658	0	0	77,775	62,713
LeBaron GTS	0	0	0	0	0	60,506
Laser	100	393	0	100	46,416	34,490
New Yorker/E-Class	500	604	14	514	63,937	44,053
Fifth Avenue	0	2,231	0	977	72,341	72,156
Dodge Total	3,150	5,106	22	4,189	289,768	319,834
Omni	2,000	2,624	0	2,894	93,938	91,260
Aries	900	809	11	911	88,588	87,958
Daytona	100	322	0	100	34,556	31,574
Dodge 600	150	718	11	161	49,192	43,080
Lancer	0	0	0	0	0	42,807
Diplomat	0	633	0	123	23,494	23,155
FORD MOTOR	31,635	38,804	28,408	73,103	1,099,530	1,053,655
Ford Division	21,213	24,906	18,331	48,178	708,981	698,572
Escort	7,507	7,078	7,686	18,265	217,719	207,075
Mustang	3,484	2,844	916	5,952	86,125	110,389
LTD	3,471	4,639	3,334	8,202	135,877	135,410
Thunderbird	2,699	2,757	2,353	6,067	93,838	116,065
Crown Victoria	0	2,880	0	0	48,434	7,122
EXP	0	1,263	0	0	22,955	3,863
Tempo	4,052	3,445	4,042	9,692	104,033	118,648
L-M Division	10,422	13,898	10,077	24,925	390,549	355,083
Mercury Total	6,938	10,021	6,466	16,392	281,602	252,441
Lynx	1,524	1,471	1,491	3,693	43,138	46,733
Capri	310	263	74	681	10,679	11,976
Marquis	1,829	2,645	1,861	4,413	73,263	68,134
Cougar	2,127	3,312	1,889	4,824	68,517	84,799
Grand Marquis	0	1,475	0	0	58,468	4,733
Topaz	1,148	855	1,151	2,781	27,537	36,066
Lincoln Total	3,484	3,877	3,611	8,532	108,947	102,642
Continental	490	1,022	501	1,193	24,976	16,950
Lincoln	2,614	2,427	2,701	6,390	64,915	74,318
Mark VI/VII	380	428	409	949	19,056	11,374
GENERAL MOTORS	70,069	56,796	75,529	177,832	2,931,059	3,144,718
Buick Total	13,442	10,756	18,449	39,619	640,832	650,908
Skylark	0	3,157	0	0	63,774	40,953
Skyhawk	1,635	2,007	1,201	2,836	95,824	69,836
Somerset Regal	2,800	12	2,625	6,328	3,907	77,331
Century	5,875	1,381	6,130	14,315	145,177	175,244
Regal	1,916	0	963	4,267	131,396	82,597
LeSabre/Electra(rwd)	11	2,385	2,305	3,301	135,551	87,333
Riviera	1,205	0	1,184	2,890	32,920	42,924
Electra(fwd)	0	1,814	4,041	5,682	32,283	74,690
Cadillac Total	6,172	3,083	3,113	12,035	210,657	232,050
Cimarron	485	256	590	1,327	11,286	18,706
Seville	715	0	711	1,714	25,433	25,087
Eldorado	1,405	0	1,400	3,371	49,876	47,543
Cadillac (rwd)	166	0	412	740	88,015	29,651
DeVille (fwd)	3,401	2,827	0	4,883	36,047	111,063
Chevrolet Total	22,824	22,507	21,861	53,576	1,001,343	1,054,810
Chevette	2,688	2,796	2,766	6,563	122,054	105,111
Cavalier	7,425	8,623	7,618	18,277	263,585	315,611
Celebrity	4,978	2,120	5,471	12,636	191,284	183,351
Camaro	0	5,128	0	0	169,407	137,143
Citation	0	990	0	0	71,447	28,697
Malibu/El Camino	0	0	0	0	16,346	0
Monte Carlo	2,690	1,108	2,304	5,798	73,400	89,472
Chevrolet	4,046	1,026	2,998	8,176	71,709	166,300
Corvette	997	716	704	2,126	22,111	29,125
Oldsmobile Total	18,026	11,116	22,098	49,248	730,988	787,779
Omega	0	0	0	0	29,289	0
Firenza	1,143	1,284	627	1,770	45,778	41,128
Cutlass Supreme	4,098	2,540	3,233	9,240	177,577	147,019
Cutlass Ciera	6,195	4,758	6,328	15,041	181,843	232,909
88/98 (rwd)	1,952	0	6,029	10,293	226,446	159,083
Olds 98 (fwd)	683	2,521	1,338	3,046	39,498	87,406
Calais	3,250	11	3,844	8,169	1,265	95,072
Toronado	705	2	699	1,689	29,292	25,702
Pontiac Total	9,605	9,334	10,008	23,353	347,239	419,171
Acadian**	0	323	197	299	10,420	8,677
2000 Sunbird	2,533	2,681	2,543	6,107	93,715	91,743
1000	542	812	659	1,472	26,325	15,883
Firebird	527	2,671	42	569	77,949	73,761
Phoenix	0	0	0	0	14,116	0
6000	1,503	0	1,613	3,700	0	34,199
Grand Prix/Bonneville	0	0	0	0	29,733	0
Parisienne	0	0	1,449	2,072	17,237	46,865
Fiero	1,000	2,421	0	1,000	77,744	70,599
Grand Am	3,500	426	3,505	8,135	0	77,444
HONDA	0	2,872	3,055	4,299	84,577	98,135
NISSAN	1,280	0	1,296	3,092	0	16,977
NUMMI (Nova)*	1,875	0	1,850	4,445	0	23,874
VOLKSWAGEN	2,341	81	2,456	5,729	55,431	63,833
Total Cars, U.S.	117,150	116,890	115,481	285,456	5,078,860	5,307,460
Total Cars, Canada	20,846	15,052	12,410	39,015	691,735	652,710
N. American Cars	137,996	131,942	127,891	324,471	5,770,595	5,960,170
N. American Trucks	74,244	71,566	72,307	173,797	2,483,981	2,709,385
North American Cars and Trucks	212,240	203,508	200,198	498,268	8,254,576	8,669,555

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

C 2700-1

Automotive News

August 26, 1985

© Entire contents copyright, 1985, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$45 per year, $1.00 per copy

From Flint for 1986

Buick's front-drive LeSabre

LeSabre from Buick has been redesigned from bumper-to-bumper for the 1986 model year. It has front-wheel drive, a base V-6 engine and a lengthy list of standard equipment that includes four-speed automatic transmission, air conditioning and tinted windows. Above is the LeSabre Limited coupe. Story, other pictures are on Page 25.

GM and Chrysler using composites

Molded chassis in works

By Dan McCosh
Detroit Reporter

General Motors and Chrysler Corp. have quietly launched new car-development programs aimed at bringing molded, composite chassis manufacturing systems into production, Automotive News has learned.

Meanwhile, Ford Motor Co. sources confirm that the company is pursuing new technology to build extruded and molded chassis for its early-1990s cars.

The new-car programs—which GM calls its GM-100 and Chrysler its Genesis project—give active status to new technology that promises to revolutionize auto manufacturing.

It would virtually eliminate the assembly line as a means of producing cars, and it would have a tremendous impact on the steel, diemaking and stamping businesses that are the current foundations of high-volume auto manufacturing.

Composite exterior body panels have been in wide use since the 1960s, but the new direction being pursued by auto makers is aimed at replacing the hundreds of pieces in a car chassis and the car interior with large-scale molded structures—a technique that so far has not been attempted in any significant volume.

The chassis and interior are the most labor-intensive parts of auto manufacturing today.

At least one projection of an in-house study ordered by GM estimates that approximately 10,000 employes in stamping, diemaking and final assembly could be replaced by an operation with fewer than 500 workers in a molding operation that uses only four robots, compared with the hundreds currently in use in today's auto plants.

Domestic auto companies have been studying the potential of molding car chassis for decades, but the recent moves at GM and Chrysler indicate a new seriousness about getting the process into volume production.

The GM-100 and Genesis projects are general research programs, rather than aimed at developing a specific car, but they will include development of several prototypes for structural testing.

Both the GM and Chrysler projects also are longer-range programs than the highly publicized Saturn and Liberty projects, both of which will rely on highly automated, but relatively conventional assembly lines.

Please turn to Page 54, Col. 4

Ford, GM tie a portion to new finance-rate program

Are carryover rebates in peril?

By Edward Lapham
Marketing Editor

The news that Ford Motor Co., Chrysler Corp. and American Motors had joined General Motors in the latest round of finance incentives was overshadowed in some circles last week by the fear that GM and Ford might be close to ending their traditional 5 percent carryover rebate programs.

Those programs traditionally have been used to help move out old-model-year cars still in stock on introduction day.

The carryover allowance, or rebate, effectively reduces the dealer's cost and allows him to reduce his retail price in order sell out the old inventory and make room for the new.

The fear that those programs were ending was the result of the requirement that Ford and GM dealers have to give up one half of the carryover rebate to participate in the new finance-rate programs.

NADA President William J. Symes sent a letter to both auto makers, protesting the requirement. He said dealers depend on "the annual allowance as a planning tool" in developing their own marketing strategies.

"The requirement that dealers sacrifice half of this allowance, after buildout commitments have been made, is unfair for this year and will certainly undermine the confidence of dealers in their future buildout ordering," Symes wrote.

James G. Vorhes, vice president in charge of the GM Customer Sales and Service Staff, told Automotive News the NADA fears were unfounded.

"We did it this way this year because there are unusual circumstances, primarily because of the carrier strike, which means there is a net of two weeks less to get the cleanup job done," Vorhes said.

He also said there is a cash bonus program which allows dealers to reduce their cost of participation. Each division established a "middle of the road," or national average, objective for the period of the incentive, he said.

"Dealers who do better than the average will earn cash bonuses," Vorhes said.

"And dealers with no carryover stock on Oct. 3 will have no participation costs and will still earn the cash bonuses."

GM also pushed back its intro date one week which gives dealer the opportunity to cleanup more 1985 models before introduction.

All of the dealers contacted by Automotive News last week liked the new APR incentive programs and none seemed to think the participation cost was too stiff or that his objective was too high.

"I think it's fair," said one

Please turn to Page 54, Col. 1

Change faces UAW on 50th anniversary

By Marjorie Sorge
Labor Editor

News Analysis

There is a Chinese proverb that says the other side of change is opportunity.

If that is true, the UAW has more opportunities now, as it celebrates its Golden anniversary today (Aug. 26), than it has ever had. The question then becomes, "Can the union take proper advantage of the changes and turn them into opportunities?"

To do so, the UAW must move quickly. It cannot afford to plod along or make mistakes.

Changes in today's industrial world are global, rapid, efficient and unforgiving, and if the union cannot keep up, it may not be around in its current form by the year 2000. It could easily find itself a watered-down version of its old vibrant self.

The UAW must undergo a reincarnation of enthusiastic unionism while, at the same time, it negotiates visionary contracts that may not be popular with the members.

It must also deal with an anti-union sentiment in the U.S., expensive and often unrewarding organizing drives and the changing makeup of the rank and file.

In addition, the union must deal with industry's move to the

Please turn to Page 53, Col. 1

10th World Congress keynoted by Hahn

The 10th annual Automotive News World Congress is in full swing today (Aug. 26) at Detroit's Westin Hotel with a flavor that is more international than ever before.

It began with a keynote address Sunday night by Carl H. Hahn, chairman of Volkswagen AG, who presented a European view of the state of the industry.

Among other international presentations will be those of faculty members representing two nations new to the American automotive scene—Korea and Yugoslavia.

American presentations at the podium will be delivered by a number of executives on the 34-member faculty. They will cover automobile manufacturing, parts supply, robotics, labor, China trade, design, trucks, custom cars, R&D, financing, advertising and human resources.

Each presentation is geared toward helping provide a glimpse of the future of the industry and its various facets.

World Congress participants will gather at the Westin Hotel's Renaissance Ballroom for the Tuesday Evening Gala. Scheduled are presentations by Donald F. Kopka, vice president design, Ford Motor Co., and Chung Se Yung, president, Hyundai Motor Co.

The title of Kopka's presentation is Have You Driven a Probe Lately? Yung will discuss Hyundai's plans for the U.S. market.

Including the Ford Probe V, which will be featured in Kopka's presentaton, there are six vehicles on display outside the main hall during the World Congress, including a Hyundai and a Yugo.

Tickets to the Tuesday Evening Gala are still available from the World Congress registration desk on the 4th Level. Price is $40 per ticket.

NEWSPAPER

AN
MD20814ACGEOEACOOE FMLT M
ACQ EDITOR
ACQ EDITOR SPI
CONGRESSIONAL INFO SERV
4520 EAST-WEST HWY STE800
BETHESDA MD 20814

The fin is in

Ford Probes outer limits of aerodynamics

Ford Motor Co. last week took the wraps off a fiberglass model of Probe V, an advanced aerodynamic concept car with a coefficient of drag of 0.137. The minimal wind resistance of the new car betters the record of the Probe IV, and apparently will make it the slipperiest driveable car in the world. The car features a clear glass vertical stabilizer, or "dorsal fin," at the rear. Story on Page 2.

breaking news

Samurai is $6,200

BREA, Calif.—Suzuki of America Automotive Corp. has placed a price of $6,200 on its Samurai sport/utility vehicle, which goes on sale Nov. 1 (Automotive News, July 1). The company expects to sell 10,000 of the vehicles annually through an initial network of 45 dealers in California, Flordia and Georgia.

Search narrowed

TOKYO.—Mitsubishi reportedly has narrowed its search for a U.S. plant site to four states. Illinois is rated first, Michigan second, Indiana third and Ohio fourth. The Illinois site is said to be

Please turn to Page 8, Col. 4

Is deficit out of control?

Trade policy debate as sticky as weather

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—In August, Washington is hot and humid. And this year, the discussion of the Administration's trade policy is just as sticky as the weather.

An "end of tour" report by Lionel Olmer, former undersecretary of Commerce for international trade, is a hot item around town. Olmer was a top Reagan Administration trade negotiator who never was reluctant to express his frustration in dealing with the Japanese.

A second trade report, from the wide-ranging House Energy and Commerce Subcommittee on Oversight and Investigations, has also been released by Committee Chairman John Dingell, Michigan Democrat, who is a frequent critic of the Administration's trade policy.

The documents should heat up the debate on what some are coming to view as the nation's out-of-control foreign-trade deficit.

Current bad news from the government's economic indicators is expected to heighten the sense of urgency over the trade deficit issue because many economists are pointing to imports as the source of stagnating economic growth in the country.

Congressional focus in this fall's trade-policy debate is sure to be on a bill which would threaten a 25-percent tariff on imports from Japan and other nations that have trade surpluses deemed excessive by U.S. lawmakers.

It is backed by top Democrats, who seem bent on making the trade topic an issue in next year's congressional elections.

Perhaps more important, the leader of the slim Republican majority in the Senate, Robert Dole, of Kansas, told Japanese lawmakers last week that a presidential veto of the bill might be overridden if Japan doesn't act fast to cut its trade surplus with the U.S.

Dole said trade deficit measures recently announced by the Japanese "ignored the urgency of the problem."

The Olmer report focuses principally on the devastating impact the strong dollar has had on U.S. manufacturers. He said that "much of U.S. industry now is poised between what may be a significant further weakening or what could be a a major resurgence in our international competiveness."

Olmer claimed that the strength of the dollar is the key to which direction American industry will take and that this "potential for erosion of our domestic base of manufacturing . . . should be of overriding concern" for the U.S. Government. He warned that such

Please turn to Page 58, Col. 1

To be shown in Frankfurt

Halley, a four-seat coupe, will be exhibited at the Frankfurt Motor Show, Sept. 12-22, by Carrozzeria Maggiora. The designer is Paolo Martin. The car has the mechanics and chassis of the Fiat Uno.

With design differences, exclusive offerings, a coming 'lower-end' car

L-M seeking a clearer identity

By Richard Johnson
Detroit Reporter

In an effort to better distinguish Lincoln-Mercury from Ford Division, L-M executives are planning a string of design differences and a growing line of exclusive L-M offerings, including an unannounced "lower end" car due sometime next year.

In an interview with Automotive News last week, L-M General Manager Thomas Wagner said the division wants to be recognized as "more than a high-priced Ford Division."

Wagner also said the division is targeting 7 percent of the U.S. industry in 1986 and has Pontiac in its sights.

L-M has been one of the hottest domestic car divisions since 1980, growing at a pace beyond the industry rate. Had it not been for the haulaway strike, the division would have scored its best August in history, according to Wagner. It may still break the August record, and next month is almost certain to be L-M's best September ever, he said.

Through the first seven months of 1985, L-M sales were 409,763, or 6.3 percent of the industry (domestic and import combined), compared with 465,520, or 7.1 percent, for Pontiac.

But Mercury's new Sable intermediate, described by Wagner as "probably the most important car this division has ever introduced," could tighten the gap between the two domestic divisions after hitting showrooms in mid-November.

"We're taking dead aim on Pontiac," said Wagner. "We think that we'll be in the 7-percent range next year. It is a very real target for us, assuming the industry stays high."

L-M, of course, has two makes of cars in its divisional lineup, while Pontiac has only one.

Although Wagner said "our primary competition is in Lansing, Flint and Pontiac, not on the 37th Floor of this building," he acknowledged that the division is working to set itself apart from Ford Division.

"Product is the greatest differentiator of them all and we are continuing to separate the two as much as we can," he said. "Thun-

Please turn to Page 58, Col. 1

And Chrysler applauds his stand

Petersen backs 25-pct. tariff plan

MACKINAC ISLAND, Mich.—Donald E. Petersen, Ford Motor Co. chairman, endorsed a bill that would threaten a 25-percent tariff on imports from Japan and other nations which have excessive trade surpluses.

Petersen backed the 25-percent tariff bill while speaking at the Midwestern Governors' Conference here. The bill has been introduced in the Senate and the House of Representatives.

A Chrysler Corp. spokesman in Washington said, "Chrysler believes the comments made by the chairman of Ford Motor Co. are an honest exposition of the problem and we could not agree more."

The spokesman also said Chrysler would be willing to testify in favor of either the 25-percent tariff bill or the Danforth/Packwood bill in the Senate which calls for an immediate reduction in the U.S.-Japan trade deficit.

At the Governor's Conference, Petersen also called the U.S. trade deficit a "national crisis" and said U.S. vehicles may have to become less American in order to be competitive.

He said the overpriced dollar is a key element contributing to the decline of American manufacturing.

"At least until recently," he said, "our domestic automobile industry has held onto its homegrown aura. Through the 1984 model year, most of the vehicles offered in the U.S. by the major domestic auto makers have been predominately North American."

Petersen pointed out that in spite of intensive efforts and significant productivity improvements, overall cost levels required for world-class competitiveness have not been achieved. He blamed increases in the strength of the dollar relative to the Japanese yen and European currencies.

"It is Ford's goal to remain strong here at home, in concert with remaining a strong worldwide business overall," he said. "But as things stand today, our U.S. vehicles may have to become less American in order to compete."

The U.S. is bearing the brunt of massive imbalances in world trade and capital flows, Petersen said. He recommended that top priority be given to solving the problem. To get the solution under way, he said, the Federal Government should raise to the highest priority the four steps that would help alleviate the problem:

1. Reduce the federal deficit, which would lower pressure on interest rates, quell demand for foreign capital and make the dollar less attractive abroad.

2. Press America's trading partners for complementary policies so that European and Japanese economic policies are targeted to foster growth at home.

3. Urge Japan to reduce sharply the enormous imbalance in its trade and capital accounts that is causing a real threat to world trade.

4. Take a federal leadership role in a multilateral effort to deal with exchange rate distortions and huge international capital flows.

Taiwan planning to sell cars in U.S. through Nissan

TOKYO.—Yue Loong Motor Co., Taiwan's largest automobile manufacturer, plans to sell cars in North America through Nissan Motor Co.'s distribution network, according to Nihon Keizai, a Japanese business journal.

Nissan recently bought a 25 percent interest in Yue Loong which is now producing Nissan's subcompact Sunny and Bluebird with Nissan's technological assistance and with some imported Nissan parts. The cars carry the Yue Loong name.

Nihon Keizai said Yue Loong and Nissan have yet to work out details of the plan, but exports are "likely to start in 1987 with an annual volume of 500,000 units."

Although denying that the two companies have reached an export agreement, a Nissan spokesman acknowledged that the Japanese firm plans to ship cars from Taiwan sometime in the future. However, he said, the region to which the cars will be exported has not been selected.

The published report noted that by linking with Yue Loong, Nissan will be able to circumvent Japan's voluntary restraints on car exports to the U.S. since exports of cars from Taiwan are outside the quota.

Bieber's invited, but will he show?

DETROIT.—One of the biggest secrets in the UAW today is whether UAW President Owen Bieber will appear at the Canadian UAW's Founding Convention the first week in September.

Last week, Bieber told Automotive News he had been invited but would discuss it only with Robert White, who heads the Canadian region and who will be the likely president of the Canadian union. At presstime, the word had not gone out.

Pininfarina Spider leaving U.S. market

By John A. Russell
New York Staff Writer

NEW YORK.—Pininfarina is pulling out of the U.S. retail market and will no longer sell its Spider convertible in this country.

The decision marks the end of a 16-year span in which the car was sold first by Fiat and then by International Automobile Importers, Inc.

George Ryder, U.S. representative for the Italian coachbuilder, said last week that this was the "end of the Spider" in the U.S. He said there are 200 cars in dealers' hands and that the company "is not bringing any more cars into the U.S."

While not highly critical of Malcolm Bricklin, whose IAI took up the banner from Fiat when that company decided to pull out of the market, Ryder termed the withdrawal a "sad situation" and said "a better job could have been done all the way around."

Now, he said, Pininfarina's main task is to assure owners that there is warranty and parts support for the cars. He said he is arranging that through various sources.

This is the second announcement in a month about the former product line of IAI. Bertone announced a major revamping of the distribution of its X 1/9 and will continue to market its two-seater mid-engined sports cars here.

But for Pininfarina, with its lines running at full capacity, the need is not there to continue.

The marketing of both companies' cars was taken over by IAI nearly three years ago when Fiat announced its withdrawal from the U.S. market. Malcolm Bricklin, whose Yugo America, Inc., is bringing in the subcompact Yugo, arranged to import and market the cars.

Prices were established at $15,000 under IAI with such luxury items as air conditioning and leather interiors. Fiat, when it last sold the cars in 1982, priced them at $10,990.

Bricklin said IAI would continue to honor its contractual obligations, which Ryder confirmed, saying IAI was still fulfilling its responsibilities under the sales agreement.

Early in February, Pininfarina and Bertone contracted with General Warranty to handle the warranty administration of the cars.

Ryder said he was not getting "a lot" of support from IAI on the parts issue though the company is working with Pininfarina on that.

Pininfarina has sourced parts from the Fiat North America operation in the U.S., which is basically a parts and warranty business now.

Ryder said there are about 200 dealers handling Pininfarina in the U.S. He said about 2,500 cars have been imported in the last 2½ years.

Ryder said Pininfarina did not reach its break-even point on the cars though he would not reveal the exact loss.

As for the reasons for failure in the market, Ryder said perhaps someday a study will be made and he would "sure like to know why it didn't go."

index

Auction reports	43
Classified advertising	44-50
Editorial page	10
Personnel	51
Production by makes	59
Registrations, car	50, 51
Truck highlights	16

60th year—No. 5089

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.